FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTEREST AND OUR OWN"

Vol. X. No. 9 TORONTO, CANADA January, 1914

THE FIRST OF THE YEAR

In this, the first number of our Trade Circular for 1914, we think it fitting to express to the hundreds of Kodak dealers our appreciation of the business we have received from them in 1913, combined with a genuine wish that they may meet with a greater prosperity in 1914 than ever before. And we go further, in sincerely hoping that the general relations between us and our customers, always cordial, will be even more pleasant.

Our appreciation will seem all the more real when each Kodak dealer reflects that it is through him, and other dealers like him, that our products find their way to the consumer, for we have always, and without ceasing, urged the consumer to buy of the dealer—the proof is to be found in every Kodak advertisement.

1913 will not be remembered as a year of panic, for the simple reason that there has been no paralysing panic to record.

1913 will rather be remembered as a year that has taught the people of this country several useful lessons. If we may single out any one lesson as being of peculiar usefulness and timeliness, it would seem to be that unbridled optimism does not work for true advancement any more than any other unbridled force or influence.

Canada has been held up so high as the land of promise that caution has been at a discount, and well nigh every scheme went through.

We can't pretend to give the real cause for the stringency of the money market. We do know that there have been troublesome wars in the Balkans and Mexico, all of which have to be paid for in money, covering the immediate expenses as well as the value of property that has been ruined or forced to lie unproductive.

Canada, like other countries, has been affected by these events, of course, but has fortunately escaped even the shadow of a panic, for Caution came into her own in due time.

Canada is then far from the posi-

tion of staring "hard times" in the face, and by every process of reasoning, is sure to advance on a foundation of prosperity even more secure.

So much for the past—now for the future.

As Canadian manufacturers, having a large amount of capital invested, we have never had a single reason to be discouraged with the general prospects. Our 1913 sales have exceeded the 1912 figures by a pleasing percentage. We have never lost ground, and we feel that we never shall so long as we have the real goods, coupled with adequate service.

As in the past, we shall bend every effort to the betterment of our goods, and of our facilities for serving our customers, not chasing Will O' the Wisps or idle fancies, but confining ourselves at all times to the soundest principles of business.

At the end of the Old, and the beginning of the New Year it will surely interest our customers to know that our business has increased to such an extent as to force us again to look for better quarters.

We have acquired 25 acres of land, on which, as soon as the frost is out of the ground, we shall begin to build the most modern plant possible for the manufacture of photographic material of every description. Details of this new plant will be given in the Trade Circular as soon as construction is started, and we shall, from time to time, use illustrations to give our customers a proper idea of what will be our new facilities for serving them.

Doesn't it prove that we have confidence in Canada and in our business when we are willing to go ahead with such an undertaking as that outlined above for taking care of our trade?

MORE MONEY IN THE CASH DRAWER

We note a remarkable increase in the size of the orders and reorders from a number of dealers for Velox Transparent Water Color Stamps, and the Velox Water Color Stamp Outfits.

It is also interesting to note that the dealers who have been unusually successful in selling the Water Color Stamps, have also largely increased their sale of miscellaneous sundries.

As the growth of the sale of these goods is "spotty," much more marked in some stores than in others, it is evident that the increase in sales is due, in most part, to the fact that these dealers have instructed their salespeople to push the sundries, and have seen to it that they were pushed.

And to these dealers with initiative, the satisfaction comes in the most practical way—more money in the cash drawer.

What one dealer, or one group of dealers can do any other dealer can do with the same result—more money in the cash drawer.

For the Christmas Kodaker—

"How to Make Good Pictures"

A real help to better results.

START THE CHRISTMAS KODAKERS RIGHT

The Kodaks and Brownies presented at Christmas total a great many thousands.

Practically every recipient will put them into immediate use, and if they are tactfully assisted over the first few uneven spots a big market is at once created for your sundries.

It is most excellent business to play up strong on developing and printing the films from these Christmas Kodaks, and to have your finishing department put forth unusual efforts to make the most of every exposure.

When the films and prints are called for see to it that the salesman goes over them with the customer and offers every practical suggestion for improvement.

If these beginners are successful, and they *will be* if you do your part, how easy it will be to interest them in flashlight work, in the portrait attachments, Velox Transparent Water Color Stamps, tripods, Film tanks, Velox, printing frames, stirring rod thermometers, up and down and all the way across your line of long profit sundries.

A little bit quiet after Christmas? Not so you could notice it if you go after all this good business that will come to you, and *stay with you,* if you will just go after it.

Page 8 offers a suggestion for newspaper advertising and window card that will help to start them coming.

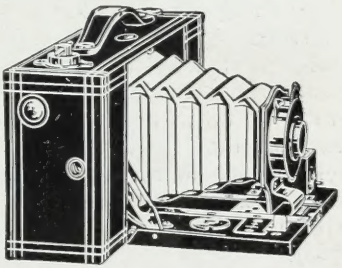
Every day will be a Kodak day if you and your salespeople start these Christmas Kodaks right.

NEW TERMS OF SALE

A copy of the 1914 *Terms of Sale* has recently been mailed to each dealer. There are no striking changes to be noted from the *Terms* of former years, which have proved satisfactory to dealers all over the Dominion.

Dealers will do well to post themselves anew by a careful reading, and also see to it that their salespeople have a clear understanding of the operation of these *Terms of Sale.*

No. 2 Folding Pocket Brownie



A pocket camera at a small pocket price—yet wholly efficient and reliable.

Takes pictures 2¼ x 3¼ inches, six exposures on a roll of Kodak film.

Price, $5.00.

Let us explain the easy, all-by-daylight way in picture making.

Brownies, $1.00 to $12.00.
Kodaks, $7.00 to $65.00.

RICHARD ROE & CO.

Single column cut No. 221H.
Double column cut No. 221G.

LOCAL ADVERTISING

Every manufacturer whose products have wide distribution, and who conducts a national advertising campaign is frequently confronted with requests for local advertising as a further assistance to the dealer.

Now this is one step further than the manufacturer usually feels that he can go, and with good reason, and it ordinarily requires but a simple explanation to convince the dealer of the soundness of the manufacturer's reasoning.

In this connection it is interesting to note the opinion of a dealer in another line regarding the question (in a recent issue of *"Printers Ink"*). He remarks, "I thought that if the manufacturer was spending something like $100,000 a year for advertising it might not be a bad idea to devote, say, half of it, to local newspapers throughout the country. So far as I was concerned, it was not that I wanted help in carrying space in my home newspapers. I was quite content to go on spending as much as I had in the past.

"But it occurred to me that I might benefit if the manufacturer bought space simultaneously or gave me an allowance which would enable me to take larger space.

"However, when the whole subject was thrashed out it was evident that there were so many agencies that if an appropriation were distributed throughout the country it would be *spread so thin* that it would probably do little good.

"So I am well content to take care of the local newspaper advertising and have the manufacturer confine himself to the general mediums.

"Practically all of my customers read the general magazines, and I figure that I profit just as certainly as though the expenditure went into the local dailies."

And the foregoing very clearly expresses the situation. There is, perhaps, no business that would warrant an advertising appropriation sufficiently large to carry on a campaign of publicity in *both* the general magazine, and in extensive local advertising for the dealer.

Either one or the other of the points of contact would have to be slighted with a very material lessening of results.

Every dealer can well afford to locally advertise the nationally advertised products that he carries. But to produce the best results his advertising should key in with the national advertising so as to link this general publicity direct with his store.

We have been and are more than glad to supply the dealer with cuts for use in his local advertising, and to aid him with suggestions, or to write him special copy if necessary.

Now is a good time to take a course in the

Educational Department

Full particulars on request.

Now's the time to push VELOX Water Color Stamps

because they will increase the consumption of paper and other material by opening to your customers a most interesting field of work—the coloring of one's own pictures.

The process is simplicity itself and detailed directions are given in a little leaflet which will be supplied in reasonable quantities free of charge.

Velox Water Color Stamp Outfit, including booklet of Color Stamps, three Special Brushes and Palette, neatly boxed - - - - - - - $ .75
Book of Color Stamps—12 Colors .25

Discount 33 ⅓ per cent.

THE RISE OF FAIR TRADING

Extract from an article by Louis D. Brandeis, in Harper's Weekly.

Primitive barter was a contest of wits, instead of an exchange of ascertained values. It was, indeed, an equation of two unknown quantities.

Trading took its first advance when money was adopted as the medium of exchange. That removed one-half of the uncertainty incident to a trade; but only one-half. The transaction of buying and selling remained still a contest of wits. The seller still gave as little in value and got as much in money as he could. And the law looked on at the contest, declaring solemnly and ominously: "Let the buyer beware." Within ample limits the seller might legally lie with impunity; and, almost without limits, he might legally deceive by silence. The law gave no redress because it deemed reliance upon sellers' talk unreasonable; and not to discover for oneself the defects in an article purchased was ordinarily proof of negligence. A good bargain meant a transaction in which one person got the better of another. Trading in the "good old days" imposed upon the seller no obligation either to tell the truth, or to give value, or to treat all customers alike. But in the last generation trade morals have made great strides. New methods essential to doing business on a large scale were introduced. They are time-saving and labor-saving; and have proved also conscience-saving devices.

The greatest progression in this respect has been made in the retail trade; and the first important step was the introduction of the one-price store. That eliminated the constant haggling about prices, and the unjust discrimination among customers. But it did far more. It tended to secure fair prices; for it compelled the dealer to make, deliberately, prices by which he was prepared to stand or fall. It involved a publicity of prices which invited a comparison in detail with those of competitors, and it subjected all his prices to the criticism of all his customers. But while the one-price store marked a great advance, it did not bring the full assurance that the seller was giving value. The day's price of the article offered was fixed and every customer was treated alike; but there was still no adequate guarantee of value; both because there was ordinarily no recognized standard of quality for the particular article, and because there was no standard price even for the article of standard quality.

Under such conditions the purchaser had still to rely for protection on his own acumen, or on the character and judgment of the retailer, and the individual producer had little encouragement to establish or maintain a reputation. The unscrupulous or unskilful dealer might be led to abandon his goods for cheaper and inferior substitutes. This ever-present danger led to an ever-widening use of trade marks. Thereby the producer secured the reward for well doing and the consumer the desired guarantee of quality. Later the sale of trade-marked goods at retail in original packages supplied a further assurance of quality, and also the assurance that the proper quantity was delivered. The enactment of the Pure Food Law strengthened these guarantees.

But the standard of value in retail trade was not fully secured until a method was devised by which a uniform retail selling price was established for trade-marked articles sold in the original package. In that way, widely extended use of a trade-marked article fostered by national advertising could create both a reputation for the article, and a common knowledge of its established selling price or value. With the introduction of that device the evolution of the modern purchase became complete. The ordinary retail sale—the transaction which had once been an equation of two unknown quantities—became an equation of two known quantities. Uncertainty in trade is eliminated by "A Dollar and the Ingersoll Watch," or "Five Cents and the Uneeda Biscuits."

DISCONTINUED GOODS

The Solio Toning and Fixing Powders announced in Trade Circular for October seem to have the preference over the older style of package. We have, therefore, withdrawn from the market the 2 oz. and 4 oz. packages.

The 24 oz. Graduate listed in 1913 catalogue has also been taken off the market. Of course we shall continue to supply the 4 oz., 8 oz. and 16 oz. sizes.

The ROYAL brand of Dry Plates has also been discontinued, *not* ROYAL, SPECIAL EXTRA RAPID, the reason being that the latter brand has met with a tremendous popularity, so much so as to make the retention of the old ROYAL unnecessary. On orders for Royal plates we shall send Royal S. E. R., which will fill the bill and more.

TWO SUGGESTIONS FOR 1914

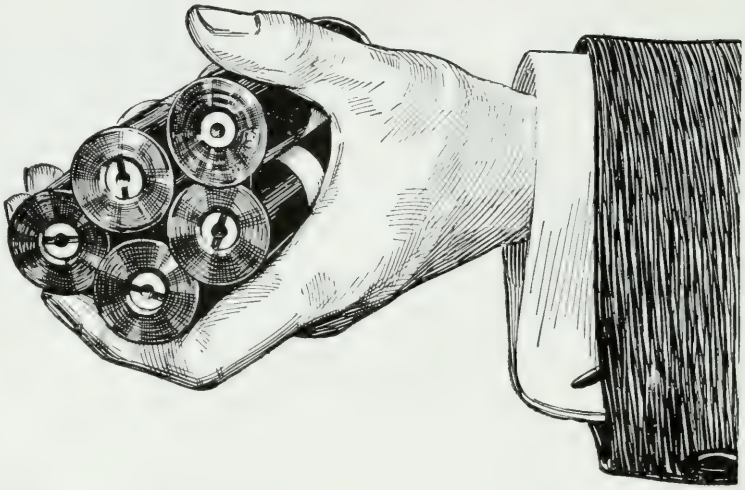
ABOUT ORDERS.

In the handling of orders for goods as varied as the line we sell, it is impossible to avoid mistakes, and we feel that every customer from his own business experience will realize our position. We ask your cooperation for our Order Department to this extent—that you will make your 1914 orders so clear that there will be a minimum of misunderstanding. Just a little care on your part will help us to give you better service, for if orders are explicit, we shall not have to conduct so many guessing contests as to what is meant by this or that item on an order. The hurriedly written order often bears out the old maxim —"More haste, less speed," and speed in this case means the prompt receipt by you of goods you need most urgently.

AMATEUR FINISHING.

Another suggestion for 1914 that will increase your profits, if followed out, is that you start right now to figure out ways and means for taking care of the Amateur Finishing trade among your customers. 1913 saw a large increase in the number of dealers doing Finishing and we have yet to hear of any dealer who regretted the step or lost money thereby; on the contrary we can point to a few dealers who lost business because they didn't take care of their customers in this respect and suffered in competition with the other fellow who did Finishing.

Have the Goods in Stock.



Bring us
your Christmas

KODAK FILMS

Our finishing department will get the most from every exposure and our experts will gladly assist you to still better future results.

All the new Kodak goods in Stock.

RICHARD ROE & COMPANY

Double column cut No. 271A. Single column cut No. 271B.

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Vol. X. No. 10 TORONTO, CANADA February, 1914

BOOSTING THE SMALL SALE

"Oh, hang these small accounts," exclaimed a bank clerk in an aside to a fellow employee, as he passed out a book to one of the bank's small depositors.

One of the bank officials happened to be standing near, so in a few moments, he casually inquired of the clerk, "Who was that man at the window a moment ago?"

"Oh, that's Fred Johnson, one of the employees over at Brown's big factory in the West End," was the reply.

Going into his office the official requested his stenographer to ascertain Fred Johnson's average balance.

He found that it averaged over two hundred dollars the year around.

One thousand depositors with an average balance of two hundred dollars, would afford the bank the use of two hundred thousand perfectly good dollars.

* * *

When we were small boys the expenditure of a penny required deliberation, while spending a nickel was a financial transaction of great magnitude, and accomplished under great mental stress.

There once was a man and his wife who conducted a candy store with everything from "penny goods" to the most expensive French confections.

There were lots of other candy stores in town, but it was this particular store that most of the small children patronized.

Not because they couldn't get the same things in other stores, but because each and every kiddie was received with respectful courtesy and their juvenile wishes given full consideration.

And when they got older and could ask for a two or five pound box of chocolates without batting an eyelash they still patronized the same store.

And that candy man retired with a comfortable fortune because he appreciated the aggregate value of the small sales.

It requires just as much effort to

wrap up a fifteen cent box of fixing powder as it does a twenty-five dollar Kodak.

It sometimes requires more effort to sell a portrait attachment than it does to sell a Kodak.

We all like to make the big sales; that is human. But if you want a genuine surprise take your month's sales slips, and sort them into two piles "over one dollar," and "under one dollar," and see which pile totals the most.

Despise not the small sale, make it cheerfully, willingly—but there is no rule against your trying to make it a bigger one.

In no other line than the Kodak line is there a greater opportunity for a big total of small sales, or for boosting the size of the small sale.

The line of photographic sundries is extensive, and every item carries a good profit.

Half of your customers do not know of one quarter of the little conveniences and helps to better results that your stock embraces.

The majority of them can spend an extra dime, quarter or dollar without going into bankruptcy, and they *will* do it if you show and explain to them some of the smaller things your stock contains. The man who tells you that he has some interiors to make might possibly be sold a tripod brace, so his tripod wouldn't slide on the hardwood floor.

Little Mrs. Blank who is so anxious to make some good pictures of the children *may* never have heard of the Kodak Portrait Attachment.

That young lady with the better than usual flower study prints *may* not know how easy it is to color her prints with the Velox Transparent Water Colors.

The boy asking for a package of Flash Sheets *may* not know of the Flash Sheet Holder.

This could be continued almost indefinitely, but the foregoing will suffice.

The sale of almost any article in your stock will suggest something to go with it. Supposing one customer does say, "I have that," think of those that will say "I'll *take* that," for that is the way to greater profits, and there is no surer way than through the tactful boosting of the small sale.

VEST POCKET KODAK WITH KODAK ANASTIGMAT LENS.

We will hereafter supply the Vest Pocket Kodak equipped with the Kodak Anastigmat Lens speed *f.* 8, at thirteen dollars and fifty cents list.

Soft brown leather carrying case (same as with Kodak Gift Case) at three dollars list.

Where the Kodak and carrying case are ordered together we will supply the silk lined container gratis.

Discount on Kodak, 32 per cent.

Discount on Carrying Case, 30 per cent.

Discount on complete outfit, 32 per cent.

Good consistent pushing of

Velox Water Colors

will be amply repaid in the better sales of Paper, Chemicals and Sundries they will help create.

PROGRAMME FOR 1914

Second only in importance to the crop outlook as a constructive item in the business programme of 1914, is the orderly manner in which the real estate retreat is being conducted. The overhauling of accounts at the beginning of the year is disclosing weak spots here and there and revealing evidence of innumerable individual losses, but nevertheless there has been neither a widespread impairment of credit nor of the business situation generally. When speculation in real estate was at its height it was recognized that beyond the individual extravagance which the easily-acquired wealth encouraged, and the cost of exploitation, there was not much real waste of capital. Money was being rapidly passed from hand to hand, but it was remaining in the country. Added to this the fact that the loans made when real estate prices had reached their maximum were upon a particularly conservative basis has prevented a situation which might otherwise have become very dangerous. The reduction in the rent charges which we may expect in many sections throughout Canada will facilitate business and will encourage production, and in addition to that it does not now appear that Canada will have to pay in business failures during 1914 the full penalty which might have been expected in view of her real estate excesses.

Undoubtedly the chief cause for complaint among business men in 1912 and 1913 was the scarcity of banking accommodation, and therefore it is interesting to scrutinize the pronouncements of the bankers themselves upon the outlook for 1914. There is a general agreement that money will accumulate in the financial centres. With a disposition to save becoming evident in individuals, as well as corporations, and with a distinct contraction in many lines of trade, it would be strange if capital did not accumulate, and despite the statements that the more plentiful supplies of funds will not have any appreciable effect on rates for general business, it is evident that the price of banking accommodation will follow the course of every other commodity, and that there will be this additional encouragement to business in 1914.—*Extract from article on the financial situation in Board of Trade News, Toronto.*

A VEXED QUESTION

The question of camera repairs is very much of a vexed one with Kodak dealers. We have devoted space in the Trade Circular on several occasions to discussion of this subject, in the hope that dealers would co-operate with us in order that we might be able to relieve the vexing feature, which is purely and simply the delay in returning cameras sent for repairs during the summer months.

It should hardly be necessary for us to say that we do everything in our power to have repairs made and the cameras returned promptly, for surely we realize, better than anyone else could possibly realize, that every day lost to an amateur in the use of his camera has the effect of cutting down our sales that much.

However, it is generally agreed that there are two sides to every proposition. From the first of May to the first of September cameras are poured in on us for repairs in such numbers that it is impossible to handle them expeditiously; in fact, it seems as if the most favorable season for using cameras is made into the very season for having them repaired, even though they could just as well have been repaired and fixed up before the 1st of May.

We repeat that the only way to avoid delay on repairs is not to send them in the summer season, but to follow a consistent plan of canvassing your customers to have their cameras looked after before the warm days come around. This remedy lies entirely in the hands of Kodak dealers themselves, for our observations have convinced us that the great majority of cameras sent for repairs in the busy season could just as well have been sent two or three months before. We ask the co-operation of every Kodak dealer towards breaking down this custom of sandwiching all repair jobs into the middle four months of the year, producing a state of congestion, which would overwhelm anyone unless a special factory were devoted to repairs, and repairs alone.

Even admitting that it is human nature to be contrary, it must also be admitted that habits of contrariness can be corrected by education, and dealers will do well in their own particular interests to try to educate their customers into the notion of having their cameras always in working order, and if repairs are needed to have them made at once rather than leave the work to be done the day before starting on vacation.

THE KODAK GIFT CASE

Gifts are made at other times than at Christmas; they are made on birthdays, weddings, commencements, and on scores of other occasions.

Those seeking gifts for presentation, other than at Christmas time, usually are not hurried in the selection and seek something out of the ordinary, something that will be of real value, and so, duly appreciated by the recipient. And what can more adequately meet such requirements than the Kodak Gift Case?

It is out of the ordinary, looks much greater value than it costs, has true practical merit and sells within a price the majority are willing to expend.

Display the Kodak Gift Case prominently, have a supply of them in stock.

Every batch of plates, paper and film we coat is tested repeatedly, and those tests must be reliable.

ELON

is used, without an alternative, in our Testing Department because we know that it is the most dependable developing agent we can get. And for the same reason every manual or direction sheet recommends the use of Elon in making up developers for use with sensitized goods of Kodak manufacture.

THE PRICE:

	Per Oz.	Per ¼ lb.	Per ½ lb.	Per lb.
Bottle -	$0.50	$1.85	$3.50	$6.50

Discount: 33⅓%, or 40 in lots amounting to 10 lbs., assorted. 10 lb. can, net, $3.75 per lb.

Put your trust in Kodak Tested Chemicals

NEW GOODS

Brilliant Velvet Bromide: This paper is of the same surface and has all the good qualities of Velvet Bromide. The principal difference is in the increase in emulsion contrast, making Brilliant Velvet Bromide paper particularly adapted for use with weak or thin negatives from which it would be impossible to secure satisfactory enlargements with any ordinary grade of Bromide paper. Velvet Bromide and Brilliant Velvet papers are especially appreciated by those who enlarge from amateur and landscape negatives.

Azo "F" (Glossy): A new grade coated on a white stock, which will especially appeal to commercial photographers who do not find the pense tint of Grade "C" entirely satisfactory for their work.

Azo Grade "F" will be supplied in Single weight only and in one degree of contrast—hard.

AUTOTIME SCALE

A Big Increase in Sales.

Our oft repeated suggestion that dealers will find it greatly to their advantage to push the sundries is again bearing fruit.

Our sales analysis shows a decided increase in the sale of the Kodak Autotime Scale among those dealers whose sales of the other sundries has been in excess of previous seasons.

We fully believe in the merits of the Kodak Autotime Scale, it has accomplished wonders in the simplification of amateur photography.

Every correct exposure means added enthusiasm, more sales and added profits for you.

CUT-PRICES—THE "MIS-LEADER"

Extract from an article by Louis D. Brandeis in Harper's Weekly.

When a trade-marked article is advertised to be sold at less than the standard price, it is generally done to attract persons to the particular store by the offer of an obviously extraordinary bargain. It is a bait—called by the dealers a "leader." But the cut-price article would more appropriately be termed a "mis-leader"; because ordinarily the very purpose of the cut-price is to create a false impression.

The dealer who sells the Dollar Ingersoll Watch for sixty-seven cents, necessarily loses money in that particular transaction. He has no desire to sell any article on which he must lose money. He advertises the sale partly to attract customers to his store, but mainly to create in the minds of those customers the false impression that other articles in which he deals and which are not of a standard or known value will be sold upon like favorable terms. The customer is expected to believe that if an Ingersoll watch is sold at thirty-three and one-third per cent. less than others charge for it, a ready-to-wear suit or a gold ring will be sold as cheap. The more successful an individual producer of a trade-marked article has been in creating for it a recognized value as well as a wide sale, the greater is the temptation to the unscrupulous to cut the price. Indeed a cut-price article can ordinarily be effective as a "mis-leader" only when both the merits and the established selling price are widely known.

How Cut-Prices Hurt.

The evil results of price-cutting are far-reaching. It is sometimes urged that price-cutting of a trade-marked article injures no one; that the producer is not injured, since he received his full price in the original sale to jobber or retailer; and indeed may be benefited by increased sales, since lower prices ordinarily stimulate trade; that the retailer cannot be harmed, since he has cut the price voluntarily to advance his own interests; that the consumer is surely benefited because he gets the article cheaper. But this reasoning is most superficial and misleading.

To sell a Dollar Ingersoll Watch for sixty-seven cents injures both the manufacturer and the regular dealer; because it tends to make the public believe that either the manufacturer's or the dealer's profits are ordinarily exorbitant; or, in other words, that the watch is not worth a dollar. Such a cut necessarily impairs the reputation of the article and, by impairing reputation, lessens the demand. It may even destroy the manufacturer's market. A few conspicuous "cut-price sales" in any market will demoralize the trade of the regular dealers in that article. They cannot sell it at cut-prices without losing money. They might be able to sell a few of the articles at the established price; but they would do so at the risk to their own reputation. The cut by others, if known, would create the impression on their own customers of having been overcharged. It is better policy for the regular dealer to drop the line altogether. On the other hand, the demand for the article from the irregular dealer who cuts the price is short-lived. The cut-price article cannot long remain his "leader." His use for it is sporadic and temporary. One "leader" is soon discarded for another. Then the cut-price outlet is closed to the producer; and, meanwhile, the regular trade has been lost. Thus a single prominent price-cutter can ruin a market for both the producer and the regular retailer. And the loss to the retailer is serious.

On the other hand, the consumer's gain from price-cutting is only sporadic and temporary. The few who buy a standard article for less than its value do benefit—unless they have, at the same time, been misled into buying some other article at more than its value. But the public generally is the loser; and the losses are often permanent. If the price-cutting is not stayed, and the manufacturer reduces the price to his regular customers in order to enable them to retain their market, he is tempted to deteriorate the article in order to preserve his own profits. If the manufacturer cannot or will not reduce his price to the dealer, and the regular retailers abandon the line, the consumer suffers at least the inconvenience of not being able to buy the article.

The Kodak Portrait Attachment

though insignificant in itself and cheap in price, is a business builder of highest value to you. Push them.

ANASTIGMAT PRICE REDUCTION

Herewith are the new prices on Special equipments, and on anastigmat lenses fitted to the Graflex and Graphic Cameras. New prices go in effect Feb. 16th.

KODAKS

Vest Pocket Kodak with Kodak Anastigmat Lens *f.* 8	$13.50
Vest Pocket Kodak Special with Zeiss-Kodak Anastigmat Lens *f* 6.9	22.50
No. 1A Six-Three Kodak with Cooke Kodak Lens and Compound Shutter	37.00
No. 1A Special Kodak with Zeiss Kodak Lens and Compound Shutter	46.00
" " " " Cooke Ser. *III*a Lens and "	56.50
" " " " Zeiss Tessar *II* b " "	56.50
No. 3 Six-Three Kodak with Cooke Kodak " "	39.00
No. 3 Special Kodak with Zeiss Kodak " "	48.00
" " " " Cooke Ser. *III*a " "	58.50
" " " " Zeiss Tessar *II* b Lens and Compound Shutter	58.50
No. 3A Six-Three Kodak with Cooke Kodak Lens and Compound Shutter	48.00
" " Special Kodak with Zeiss " " " "	60.00
" " " " Cooke Ser. *III*a " " "	66.50
" " " " Zeiss Tessar *II* b " " "	71.00
No. 4 F. P. Kodak with Zeiss Kodak Lens and Compound Shutter	57.00
No. 4A Folding Kodak with Zeiss Kodak Lens and B. & L. Auto. Shutter	67.00
" " " " " " Compound Shutter	77.00
No. 1A Speed Kodak with Zeiss Kodak Lens No. 2	57.00
" " " " Zeiss Tessar *II* b Lens No. 4	67.50
" " " " Cooke Ser. *IV* Lens No. 25	69.50
" " " " Zeiss Tessar *Ic* Lens No. 14	73.00

Discount to the trade, 32 per cent.

PREMO CAMERAS

No. 1 Premoette Jr. Special with Zeiss Kodak Lens and Compound Shutter	$36.00
No. 1 A Premoette Jr. Special with Zeiss Kodak Lens and Compound Shutter	41.00
No. 1 A Premoette Jr. Six-Three with Cooke Kodak Lens and Comp. "	34.00
3¼ x 4¼ Filmplate Special with Zeiss Kodak Lens and Compound Shutter	50.00
3¼ x 5½ " " " " " " "	60.00
4 x 5 " " " " " " "	60.00
5 x 7 " " " " " " "	80.00
3¼ x 4¼ " " Cooke Ser. *III*a Lens and "	60.50
3¼ x 5½ " " " " " " "	66.50
4 x 5 " " " " " " "	66.50
5 x 7 " " " " " " "	90.00
3¼ x 4¼ " " Zeiss Tessar *II* b " "	60.00
3¼ x 5½ " " " " " " "	71.00
4 x 5 " " " " " " "	71.00
5 x 7 " " " " " " "	90.00
3¼ x 4¼ Filmplate Premo Six-Three with Cooke Kodak Lens and Comp. Sh.	41.00
3¼ x 5½ " " " " " " "	48.00
4 x 5 " " " " " " "	48.00
3¼ x 5½ Premo No. 9 Six-Three with Cooke Kodak Lens and Comp. Shutter	51.00
4 x 5 " " " " " " "	51.00
3¼ x 5½ Premo No. 9 with Zeiss Kodak Lens and Compound Shutter	62.50
4 x 5 " " " " " " "	62.50
5 x 7 " " " " " " "	81.50
5 x 7 Premo No. 10 with Zeiss Kodak Lens and Compound Shutter	109.00
5 x 7 " " Zeiss Protar Ser. *VII*a Lens and Compound Shutter	141.00

Discount to the trade, 32 per cent.

GRAFLEX AND GRAPHIC CAMERAS.

	Zeiss Kodak, f. 6.3		Tessar Ic, f. 4.5		Cooke II, f. 4.5	
	No.		No.		No.	
1A Graflex,	2	$79.00	14	$95.00	$20\frac{1}{2}$	$95.50
3A Graflex,	4	101.25	15a	125.00	$21\frac{1}{2}$	125.00
Auto Graflex, Jr.,	1	53.50	13	66.00	20	66.00
$3\frac{1}{4} \times 4\frac{1}{4}$ Auto,	2	74.00	14	90.00	$20\frac{1}{2}$	90.50
4 x 5 Auto,	3	88.25	15	105.50	21	106.50
5 x 7 Auto,	5	114.50	16	142.00	22	142.00
5 x 7 Press,	5	144.50	16	172.00	22	172.00
5 x 7 Home Portrait,	6	196.50	17	249.00	$22\frac{1}{2}$	252.00
$3\frac{1}{4} \times 4\frac{1}{4}$ Rev. Back Graflex,	5	144.50	15a	160.00	$21\frac{1}{2}$	160.00
4 x 5 Rev. Back Graflex,	6	171.50	17	224.00	22	187.00
4 x 5 Telescopic R. B. Graflex,	5	154.50	16	182.00	$21\frac{1}{2}$	170.00

	Zeiss Kodak, f.6.3 and (Compound Shutter)		Tessar Ic, f.4.5 and (Compound Shutter)		Cooke II, f. 4.5 and (Compound Shutter)		Protar VIIa, f. 4.5 and (Compound Shutter)	
	No.		No.		No.		No.	
4 x 5 R. B. Cycle Graphic,	3L / 2S	$71.55	15L / 2S	$88.80	21L / 2S	$89.30	7L / 2S	$105.30
5 x 7 " "	5L / 2S	92.30	16L / 4S	122.80	$21\frac{1}{2}$L / 2S	107.80	10L / 2S	127.30
$6\frac{1}{2} \times 8\frac{1}{2}$ " "	6L / 3S	113.70	17L / 4S	167.70	*28L / 4S	163.70	13L / 3S	157.70
8 x 10 " "					*29L / 4S	191.90	17L / 4S	222.40

(*Series IV.)

	No.		No.		No.	
4 x 5 Speed Graphic,	3	$58.25	15	$75.50	21	$76.00
$3\frac{1}{4} \times 5\frac{1}{2}$ "	4	63.75	15a	87.50	$21\frac{1}{2}$	87.50
5 x 7 "	5	77.50	16	105.00	22	105.00

Stereo Graflex, with matched pair Zeiss Kodak Lenses, f 6. 3, No. 3, - $206.50
With matched pair B. & L. Zeiss Tessar, Series IIb, f. 6.3, No. 5 - - - - - - - - - - - 222.00
Stereo Graphic, with matched pair Graphic Rectilinear Lenses, - - - 90.00
With matched Zeiss Kodak Anastigmat Lenses, No. 3, f. 6.3, 116.50
With matched B. & L. Zeiss Tessar Lenses, Series IIb, No. 4, f. 6.3 - - - - - - - - - - 129.00
With matched B. & L. Zeiss Protar Lenses, Series VIIa No. 7, f. 6.3 - - - - - - - - - - 184.00
With matched B. & L. Zeiss Protar Lens, Series V, No. 1, 110.00
Naturalists' Graflex, with B. & L. Zeiss Protar Lens, Series VIIa, No. 19, f. 6.3 - - - - - - - - - - - - - - 310.50
No. O Graphic, with Zeiss Kodak Anastigmat Lens - - - - - - 55.00

Discount to the trade, 32 per cent.

FOR BEST RESULTS IN YOUR FINISHING DEPARTMENT

There is no surer way to increased profits than quality. And in organizations where quality is paramount you will find economy, as the two go hand in hand.

In no other business is quality more appreciated than in the work of amateur finishing. The people have become educated up to what constitutes first-class work.

They may be attracted once by the glitter of an exceedingly low price, but if the quality is not there, price cuts but little figure on the second order.

To afford thorough instruction in the best and most economical methods of amateur finishing is the mission of the Educational Department.

This department has been a success from its inception, and this success has not been due alone to the fact that every instructor is an expert, nor that its equipment is exceedingly complete.

The great factor is that through our large organization we are able to keep in touch with all the newest and best methods the country over, and so keep this department right "up to the minute" in every detail.

Instruction in every feature of amateur finishing is given in full detail—the correct, scientific way to handle developing orders, large and small, the after treatment of negatives so that they will yield the best possible prints, the selection of the proper grades of paper and how to handle them correctly; enlarging on Bromide and Velox papers and, in fact, every operation that comes within the scope of an amateur finishing department.

This service is free to any Kodak dealer or his accredited employees.

Any student may take the full course, or specialize in one or more particular branches, as he may elect.

No time limit is set, and it is our earnest desire that the student remain until he is thoroughly proficient.

Further, no charge is made for any materials used, so the only item of expense to be considered is that of transportation and living expenses while in attendance.

Students are welcome at any season of the year, but we would suggest that the months of February and March are possibly the most advantageous, not only because work in most finishing departments is at its lowest ebb, but because the student can return to his work just at the right time to put his knowledge to the best possible use in the early spring.

Please bear in mind that this is *not a correspondence* course, that the student *must attend* to avail himself of the advantages of the Educational Department.

We would further suggest that you send in your applications for enrollment at an early date, as the number that can be accommodated at any given period is limited.

For any further particulars, address Educational Department.

For the Dark Days—Zeiss-Kodak f 6.3.

Many dollars of additional profit may be made by pushing the sale of

Royal Lantern Slide Plates

among projection enthusiasts and lantern workers.

They yield beautifully clear and snappy transparencies, because the emulsion is perfect, with a remarkably fine grain.

THE PRICE

Size	Per Doz.
3¼ x 3¼	$0.35
3¼ x 4	0.45

Discount 40 and 10%.

COVER GLASS.

Size	Per Doz.
3¼ x 3¼	$0.18
3¼ x 4	0.20

Case lot of 3¼ x 3¼,	containing 1,363 lights,	$12.00
" " 3¼ x 4,	" 1,108 "	12.00

Discount 40 .

WATCH YOUR COPY

A large number of Kodak dealers are regularly making use of their local papers in advertising the Kodak line. And, almost without exception those dealers who are persistent advertisers, have each year shown a substantial increase in their business. In the main the advertising has been excellent, well written and well displayed, many dealers making use of our "Ten Christmas Helps" and of the sample advertisements that have appeared in the Trade Circular.

In some instances we have noticed carelessness on the part of the compositor in running a cut upside down, or in using a Brownie or Premo cut for Kodak advertising.

If you are trusting the preparation of your advertising to some one connected with the newspaper, or if you prepare the copy yourself, see to it that you are shown a proof of your advertisement before it is run, so that you may correct any such errors.

Another thing, we have noticed quite a number of Kodak advertisements *after* Christmas, suggesting Kodaks for Christmas, some such advertisements even appearing well into January. All out of date advertising must, of necessity, lose much of its effectiveness, and convey the impression that such an advertiser is, to say the least, extremely careless.

So keep up your advertising, but get the most out of it. *Watch your "copy,"* and see that no such errors occur, as you are paying your good money for the space and are entitled to the fullest measure of returns.

THE PRINTS ARE YOURS

It was once customary with us to send out packages of Kodak prints of various sizes to Kodak dealers. Under such system the distribution was, however, exceedingly uneven—it was difficult to so arrange it that every dealer would have samples of the pictures made with cameras of the particular styles that he had in stock. So we adopted the plan of putting one sample print in with each camera. This meant a greatly increased number of samples, but on the other hand it meant an absolutely even distribution. It put the samples into the hands of the right people in the right quantities.

But in some quarters this plan has latterly been misunderstood. Some dealers complain that they have "no sample prints." As these dealers have often been good purchasers of Kodaks and Brownies, the only explanation seems to be that they consider the sample prints the property of the customer who buys the camera. Such was never the intent nor the fact. The only thing that goes with the camera is the box and the manual. The sample prints belong to the dealer. Help yourself—they are yours.

The little book

"How to Make Good Pictures"

is the best answer to the question that means so much to you.

WRATTEN & WAINWRIGHT PRODUCTS

It is our policy to provide whatever is necessary to the maintenance of our leadership in the manufacture and distribution of goods for every important phase of the photographic industry. In line with this policy we took over the handling of products manufactured by Wratten & Wainwright, Ltd., Harrow.

What the technical and commercial photographer requires in his work is a means by which he can reproduce in monochrome any colors as of any relative brightness he may desire, and this can only be attained by the use of plates sensitive to all colors and by the possession of a series of color filters. Wratten & Wainwright, Ltd., have long held the premier position amongst European manufacturers of color sensitive plates and other products dealing with orthochromatic and color separation problems. Their special products include the Panchromatic Plate, sensitive to the whole spectrum, including deep red and, a series of color filters covering the whole range of colors likely to be met with in practical work.

The Process Panchromatic Plate in England has long been the standard plate for three color screen negative making, being used by all the leading houses in the trade. Several of our larger photo engraving concerns are now using these plates for reproduction work, but the market here for color sensitive plates has not really been worked.

The Wratten Process Plate is suitable not only for the preparation of half tone screen negatives, but is particularly desirable where great contrast and density are required, such as in the photographing of maps and plans or the re-production of drawings, or for making contrasty negatives or positives in scientific work.

We are also in a position to furnish Wratten & Wainwright X-Ray Plates, wonderfully sensitive to the X-Rays, and which afford an extremely sharp image. By means of special packing the plates are ready for immediate use on removal from the box. A sheet of absolutely pure paper is placed in contact with the film. Each plate is wrapped singly in two separate sheets of black paper, so that the plate may be removed and exposed without further protection.

PRICE LIST

PANCHROMATIC AND PROCESS PANCHROMATIC PLATES

Size.			With Backing.	Size.			With Backing.
3¼ x 4¼	Per doz.	$0.60	$0.70	10 x 12	Per doz.	$ 5.70	$ 6.00
3¼ x 5½	Per doz.	.90	1.00	11 x 14	Per doz.	9.60	10.05
4 x 5	Per doz.	.90	1.00	14 x 17	Per doz.	14.00	14.60
5 x 7	Per doz.	1.60	1.75	16 x 20	Per doz.	24.00	24.75
6½ x 8½	Per doz.	2.40	2.55	18 x 22	Per doz.	30.00	31.05
8 x 10	Per doz.	3.60	3.85	20 x 24	Per doz.	36.00	37.05

PROCESS PLATES

Size.			With backing.	Size.			With backing.
5 x 7	Per doz.	$1.20	$1.35	11 x 14	Per doz.	$ 7.20	$ 7.65
6½ x 8½	Per doz.	1.80	1.95	12 x 15	Per doz.	8.25	8.70
8 x 10	Per doz.	2.70	2.95	14 x 17	Per doz.	10.80	11.40
10 x 12	Per doz.	4.30	4.60				

X-RAY PLATES

Size.			Size.		
5 x 7	Per doz.	$1.75	10 x 12	Per doz.	$6.00
6½ x 8½	Per doz.	2.75	11 x 14	Per doz.	9.00
8 x 10	Per doz.	4.00			

WRATTEN & WAINWRIGHT FILTERS

Gelatine Film, unmounted, K-1, K-2, K-3, G.A.B.C.F. Per square inch..... .10
Minimum charge ..... .20

ORTHOCHROMATIC FILTERS

(For General Orthochromatic Work)
(Gelatine Film)

Sets of three, K-1, K-2, K-3, 2 in. sq. Per set..... $1.20
Separate Filters, K-1, K-2, K-3, 2 in. sq. Each..... .40
Separate Filters, K-1, K-2, K-3, 3 in. sq. Each..... .90

CONTRAST FILM FILTERS

(Gelatine Film)

Sets of three Filters, 3 in. sq., K-3, G.A., Per set..... $2.70
Set of four Filters, 3 in. sq., A.B.C., K-3. Per set..... 3.60
Separate Filters, 3 in. sq., K-1, K-2, K-3, G.A.B.C.F. Each..... .90

CONTRAST FILTERS FOR COMMERCIAL PHOTOGRAPHY

Complete set of eight Filters, 3 in. sq., cemented in B glass, K-1, K-2, K-3, G.A.B.C.F. Per set..... $20.00
Set of three Filters, 3 in. sq., cemented in B glass, K-3, G.A. Per set..... 9.00
Separate Filters: Any of the above, 3 in. sq., cemented in B glass. Each.. 3.00

TRI-COLOR FILTERS

(Gelatine Film)

Sets of three Filters, 2 in. sq., A.B.C. Per set..... $1.20

WRATTEN & WAINWRIGHT FILTERS

(Cemented in Flats)

3 x 3	sets of 4	(tri-color and K-3).....	$68.00
3¼ x 3¼	sets of 4	(tri-color and K-3).....	75.00
3½ x 3½	sets of 4	(tri-color and K-3).....	85.00
4 x 4	sets of 4	(tri-color and K-3).....	105.00

WRATTEN "M" FILTERS IN SETS OF 9

2 inch, cemented in "C" glass in leather case..... $ 9.00
4 inch, cemented in "C" glass in leather case..... 25.00

THE IMPROVED WRATTEN ELECTRIC DARK ROOM LAMP

A reflecting lamp designed for use with 8 x 10 Safelights, complete with Safelight, cord and connections, but without bulb..... $5.00

SAFELIGHTS

These Safelights consist of one or two sheets of glass, coated with a colored Gelatine Film, which transmits a perfectly safe light for handling the plate for which they are recommended.

Series 0: A bright orange color, suitable for use with Bromide Paper and Lantern Plates.

Series 1: An orange safelight for use with ordinary, medium, and extra rapid Plates, which are not color sensitive.

Series 2: For extra rapid and Orthochromatic Plates, which are sensitive to green, but not red.

Series 3: A special green safelight for use with the red sensitive Panchromatic Plate.

Series 4: A bright green safelight to use with ordinary plates for those unable to use a red light. Not safe for Orthochromatic Plates.

Series 5: A blue-green safelight which can be used with Orthochromatic Plates if care is taken. Not recommended except where the Series 2 safelight cannot be used with comfort.

Price:—

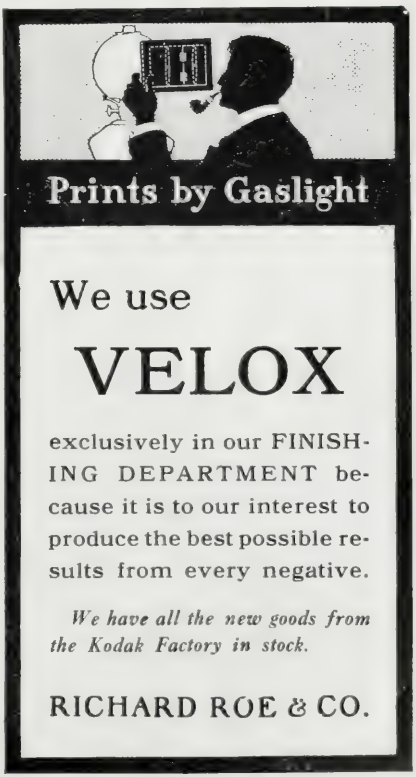
5 x 7	$ .60
8 x 10	1.20
12 x 15	2.25

IN CASE OF ACCIDENT.

In our Finishing Department we employ the deep tank system for film development. Though it has never occurred with us, there is always the possibility of a film slipping off the rod and falling to the bottom of the tank.

To aid in the quick recovery of such a film without damage we have adopted a simple expedient. Inside the bottom of each tank is placed a loosely fitting brass wire basket, (nickel plated); two wires leading from the sides of the basket to the top of the tank. In case of a film dropping to the bottom all that is necessary is to draw the basket to the surface by means of the wires, recover the film and return the wire basket to position.

"Have the Goods in Stock" is the motto of the dealer who makes the largest sales.


Prints by Gaslight
We use
VELOX
exclusively in our FINISHING DEPARTMENT because it is to our interest to produce the best possible results from every negative.
We have all the new goods from the Kodak Factory in stock.
RICHARD ROE & CO.

Single Column Cut No. 534 B.
Double Column Cut No. 535 A.

Make

Large
Pictures

from your

Small
Negatives

with the

Brownie Enlarging Camera

Works like a printing frame. Enlarging as easy as making a Velox print.

Come in and let us show you how to get the most out of your small negatives.

RICHARD ROE & CO.

Double Column Cut No. 227 A. Single Column Cut No. 227 B.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. X. No. 11 TORONTO, CANADA March, 1914

YOUR BUSINESS AND OURS

All together for good Kodak business in 1914!

Spring is near at hand and there'll surely be a quickening of trade all through the Dominion.

The consensus of opinion, if we may use the words of the special writer, is that 1914 will gradually open out into very good business with general prosperity. We say gradually, because the lesson of Caution is still fresh in mind, as it undoubtedly should be.

For some months past our old friend of the Puritanical name, CALAMITY HOWLER, has been doing his utmost to get out front on the stage and monopolize the spotlight.

True, he got a sympathetic hearing for his doctrine of Blue Ruin from some people, but there was too much blue mold on his stunts for him to get by nowadays, and the jeers and hisses forced a cancellation of his act.

1914 is not, emphatically not, Mr. Howler's year, and he has retired from the stage of business in Canada with but little likelihood of any attempt at a reappearance for years to come on account of the chilling reception he met.

Pessimism, goodness knows, has had a splendid chance to fasten itself on the country, but it has failed to stick.

Optimism, not unbridled, but chastened rather, is to the front and it's bound to last.

So much for the general run of things. Getting down to particular cases, we want to assure our customers that we look forward to good, sound business. We shall do our part in providing you with the best goods we know how to make, up-to-date in every feature, and to help you sell those goods we shall use more space than ever in advertising our products. Then, too, we purpose supplying the best and most attractive material we can get for the dealers' use locally, booklets, show cards, etc.

Will you help us make 1914 a good Kodak year? If your co-

operation is afforded, real co-operation, we mean, we are confident of the outcome. And the first step in that co-operation is a thorough overhauling and replenishing of your stock of Kodak products. Don't put off your co-operation till you see the first results of the general team work: You'll be that much behind.

SELLLING SUGGESTIONS

A certain dealer who sells hundreds of copies of "How To Make Good Pictures" says that he has found it a good plan to keep a few copies by his Cash Register in addition to those on display. He claims that he sells many a book simply because he and his clerks are reminded before they ring the bell.

The same plan is followed with Velox Water Color Stamps, with which also he has been conspicuously successful.

DENTAL X-RAY FILM

The modern dental surgeon has found the X-Ray of great service in the treatment ofdifficult cases.

The Eastman X-Ray Film is prepared with special reference to this class of work, and will be found all that can be desired.

Let the dentists of your town or city know that you are carrying X-Ray Film, and you will soon have a good permanent new line of trade.

Prices and discounts as below:

$1\frac{1}{4}$ x $1\frac{5}{8}$- box of 1 dozen pair packages	$ .65
$2\frac{1}{4}$ x 3—box of 1 dozen pair packages	2.30
4 x 6 box of $\frac{1}{2}$ dozen pair packages	1.60
8 x 10—box of 1 dozen pair packages	4.50

Discount to the trade, 25 per cent.

FOR THE FUTURE

Hold not the low-priced Brownie in contempt. Because the little No. 2 sells for but $2.00, that's no reason why the big 3A Kodak should have all the prominence.

There's bigger money in selling 3A Kodaks than in selling $2.00 Brownies, but the one does not interfere with the other and the little fellow really creates the desire for the big one—not now, maybe, but certainly in that future for which all good merchants build.

A certain dealer had it intimated to him by the Kodak salesman that his purchases of Brownie cameras were disappointingly small as against his good figures on Kodaks.

The dealer's answer was that he didn't push Brownies because he could make better profits by putting all the push behind the higher priced Kodaks. And he went on to elaborate his theory by a reference to the paper field where the bigger profits on Velox had blinded him to the activities of his competitor who was running away with a nice bit of paper business solely on the grounds of the ever attractive lower price.

By all means push your high grade goods all the time, but don't get so obsessed with a solitary idea as to be blind to the true conditions.

Remember that the Brownie is purely and solely a tool for building up Kodak sales. And it's a poor salesman who has to fear lest a possible Kodak sale be switched into a Brownie purchase.

Build for the future, immediate and far, with the little Brownie. The boy is first, then the man. So let the Brownie first be, then the Kodak will come with the change from boy to man.

KODAKERY.

For Every Purchaser of Kodak, Brownie, Premo and Graflex.

When Kodakery was first published many dealers brought up the question of supplying application forms for cameras they had in stock prior to October last, when we began sending out cameras with manuals containing subscription blanks.

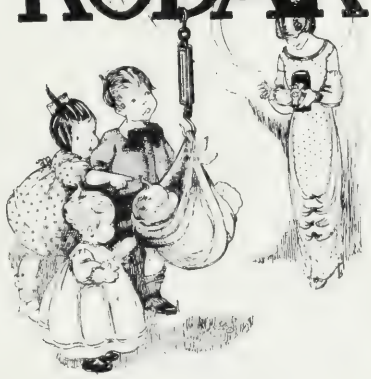
At that time we were unable to meet these requests because we knew full well that the subscription list for the magazine would run into thousands and thousands, so that there was a possibility of our being swamped completely if we had started out on too generous a scale. However, our Mailing Department is now thoroughly organized, and we are prepared to take on new subscriptions as fast as they may come.

Realizing that there must be many of our cameras, without subscription blanks in the manuals, still in the hands of our dealers, we are now issuing an emergency subscription blank to be used with such cameras. This blank is but a temporary expedient and is offered on condition that they be used only on cameras not already supplied, in the manuals, with subscription forms, and that they be issued only with instruments sold by you subsequent to April 1st.

We are trying to make our little magazine of real help to the amateur and to the dealer. We believe it to be the biggest thing in the way of a promoter of sales of sundries that has ever been attempted. To help the amateur make better pictures, to suggest to the amateur new ways in which he can use his camera, to point out to him the added pleasure he can get from photographing by the use of certain sundries, to sustain his interest in photography—these are the objects of Kodakery.

You can make it more useful to you by helping us get it into the hands of the new camera users. For how many cameras, now in stock, do you want subscription blanks?

KODAK



Keep a Kodak Record.

The pictures made so easily will tell the child story for years to come.

We will be glad to explain the simple Kodak way in picture making—it's all by daylight.

Kodaks, $7.00 to $60.00
Brownie Cameras, $1.00 to $12.00

RICHARD ROE & CO.

Single Col. Cut No. 166A.
Double Col. Cut No. 166B.

KEEPING IN TOUCH WITH THE CASH CUSTOMER

You have but to refer to your ledger to obtain the names and addresses of your charge customers whenever you desire to send out any special announcement to your trade. But how about your cash customers?

The cash customer is a decidedly valuable asset to any business, and yet he very often receives less consideration than the charge customer, just because his name and address is not in your possession.

A good many retail dealers imagine that they have a pretty complete mailing list, when as a matter of fact it contains but a small percentage of their customers outside of those having running accounts.

Trade can be greatly stimulated by the announcing to your customers of new goods, or new features of service, and it is highly essential that your list be as complete as possible.

The best way to keep your mailing list is by means of a card index system, as it readily admits of expansion and the removal of "dead" names.

It is quite possible that some of your cash customers might feel that the salesman was impertinent in requesting their name and address, unless some good reason was afforded.

A good plan is to supply your salespeople with cards for the purpose, that will fit in your card index.

At the conclusion of the sale it will be a simple matter for the salesman to inquire if the customer's name is on your mailing list, stating that you frequently send out special announcements of new goods, special bargains and the like.

The card can be in the following form:

Date.....

Name . . ..

Address . . ..

Telephone..... Amateur—Prof.

Remarks . . ..

.....

.....

Under the head of "Remarks" the salesman can enter such things as the following:

"Well to do," "Interested in high speed photography," "Beginner," "Thinks of purchasing anastigmat equipment," "New Studio," "Uses platinum paper only," "In city for summer only."

In most cases it will not be necessary to pry this information from the customer, as it will usually be obtained during the conversation incident to the sale, or from the salesman's previous knowledge, as many customers seek the same salesman each time.

Keep track of your cash as well as of your charge customers, keep your mailing list as up-to-date and as complete as possible, and make use of it as a sure and certain business builder.

Film Schedule Cards

Are Free for the Asking—

Order Film by number.

The best, though possibly not the cheapest, in every instance is the distinctive feature of

KODAK TESTED CHEMICALS

Uniformly good work makes the successful and profitable Finishing Department. Results count.

Uniformity is assured by the use of chemicals tested for you by the manufacturers of the films and paper you sell and use.

And that same uniformity is to be found in powders and solutions ready prepared for the amateur's own use, if the containers bear the seal of Kodak quality.

Put your trust in Kodak Tested Chemicals

A TIME SAVER WHEN THE RUSH COMES

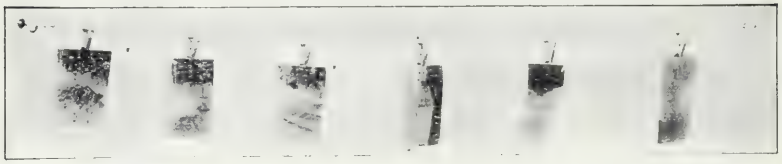


Illustration B.

With the coming of spring, business in your developing and printing department begins to grow and soon it will be working at full capacity.

Those dealers who use the deep tank system of development will find in the Premo Film Pack Hanger a great time and labor saving device in development.

Illustration A

The big feature of this device lies in the fact that after the films are attached to the hanger, they do not have to be touched again until they are dry. Hanger is composed of two flat rods hinged together, to which are attached, at fixed points, a series of hinged clips. The films are easily and quickly fastened to the clips in the dark room, and then doubled over the suspension rod of the tank, in the manner shown in illustration A.

After development the hanger is placed in the fixing and washing tanks in just the same way that you would handle a roll film, and when thoroughly fixed and washed, the hanger is opened out and suspended upon hooks for drying the film, as shown in cut B.

These hangers have been used during the past year by the largest finishing departments in the country with unvarying success. They are thoroughly practical, and should a clip, by any means, become damaged, it can be removed and an extra one easily attached in its place.

Many more Premo cameras were sold last year than ever before, and more have been sold so far this year than in the corresponding period last year. This means that many more film packs are going to be used this summer than ever before. Many more will be brought to you for development. The Premo Film Pack Hanger will aid you greatly.

"How to make Good Pictures"

Every copy sold will help you because it helps to better results.

PARCEL POST RULES

Parcel post has been in force long enough to demonstrate that it will do much toward lowering the cost of transportation.

The rules are very simple and should be thoroughly mastered by all merchants. We print in brief a few of the most simple ones:

The weight of any one parcel must not exceed 11 pounds.

Size must not exceed 72 inches in length and girth combined.

No package must be in form or kind likely to injure or damage mail equipment or other matter, or any employee of the post office.

The postage on parcel post packets must be prepaid by means of postage stamps securely affixed to the parcel. An insufficiently prepaid parcel post package is forwarded to destination, subject on delivery to payment of double the deficiency, provided at least 1 cent is prepaid. Parcel post packets totally unpaid will be sent to the Branch Dead Letter Office.

Parcels must be prepared for mailing in such manner that the contents may be easily examined.

Separate and distinct from the address proper, the sender's name should appear, either inside the parcel or on the cover.

There is a plan of insurance provided for parcels to be delivered within the Dominion of Canada. See Book of Rules.

Special rate cards are issued, giving the rates covering shipments from the respective Provinces. These cards may be obtained from the post office.

Finally, we would like to impress upon our customers that strict compliance with the regulations will be the best means of making the system most highly beneficial to all. There seems to be a minimum of red tape wrapped around the parcel post system, and we are sure everyone hopes that it will continue thus.

In the APRIL TRADE CIRCULAR we will be in position to afford more detailed information. Meanwhile, in case of small shipments, please specify whether we shall ship express or parcels post.

BROWNIE

Everyday scenes at home are easy to preserve with a

BROWNIE CAMERA

So simple a child can make good pictures from the start—so efficient it satisfies big folks.

Brownie Cameras, $1.00 to $12.00
Kodaks, $7.00 to $60.00

RICHARD ROE & CO.

Single Col. Cut No. 165B.
Double Col. Cut No. 165A.

WINDOW DISPLAYS THAT SELL

Said the man who runs the haberdashery around the corner:

"You can just bet that I have to make my little show window pay for its keep. I have to depend very largely upon my window displays to bring me new customers. If I can once get them into my shop, courteous treatment and good values usually insure their coming back.

A good many people remark about my displays, not that they are at all elaborate, as they are always extremely simple, but because the displays have induced them to purchase—and isn't that just what any display is for?

With every display I have one or more neatly lettered cards with a selling argument upon it.

Some of these selling arguments are a bit whimsical I'll admit, but they seem to do business for me, though I don't know as I would advise the use of a similar strain for other lines.

For instance, I put in a display of imported Italian and English soft hats. The card read: 'New Importations in Soft Head Gear for Hard Heads, and we have some nice hard hats for soft—but what's the use, come in and talk it over.'

That was about the worst one I ever used, but it created smiles, and brought me business.

Whenever a wholesale salesman shows me a line that interests me, I jot down his best selling arguments as a basis for my window cards when I display his goods.

For instance, I am now handling a line of soft shirts; one of the big features of this line is that the shirt fronts are made with a double set of button holes, the shirt buttons all being sewn on a tape which is removed when the shirt is sent to the laundry, thus doing away with all chance of the buttons being broken or torn off in laundering, and if there is anything more exasperating to the average man than to find his shirt with one or more buttons missing, I have yet to discover it.

So when I placed this line of shirts on display in went a card:

BUTTONS OFF
YOUR SHIRT?

NOT WITH THIS KIND—

THE BUTTONS DON'T GO THROUGH THE MILL.

Attached to the card was one of the tapes with the buttons affixed, and that card made me wire in an order for more shirts inside of twenty-four hours.

I never put in mixed displays, one reason being that my window is too small, and the other reason is that I wouldn't do it if my windows were as large as Wanamaker's. I believe in concentrating the attention of those who look into my window, I may miss *some* of them by so doing, but I'm pretty sure I'd miss most *all* of them if I gave them a sample of everything I had in stock to look at."

Now here is a man who has struck the keynote of display window salesmanship. Concentration and a selling argument that creates a desire for the goods—and without desire you cannot make the sale unless you are a dentist or an undertaker.

Study your window displays thoughtfully; figure out selling arguments to go with them, and make your display windows earn their big percentage of your rental.

THE COMPETITION THAT KILLS.

A Retailer's Remarks on the Necessity for Price Maintenance.

Dealing with the Brandeis article on Price Maintenance, a retail druggist writes as follows:

"I do not think that anyone can appreciate that article more than the average retail druggist, as he, beyond a doubt, has seen and felt the demoralizing influences of 'Cutthroat Prices' more than anyone. I wonder where the retail camera business would be to-day if it hadn't been for the Eastman policy of selling.

"In the retail drug business, when one considers that 33 per cent. of our sales are put over the counter at cost (and that it costs us about 20 per cent. to do business), therefore these goods are sold at an absolute loss, it's hard to become a 'booster' for such articles.

"When one pays $8.00 per dozen for an article and is forced by 'Cutthroat Competition' to sell that article at 67 cents, one surely will not push the sale of such an article. Who loses by such a transaction? Primarily the retailer, because he makes nothing on such a sale; secondly, the manufacturer loses not only because the retailer does not push the sale of his goods, but often offers 'something just as good.'

"Is the manufacturer to blame for this? No; because he advertises this article to sell for $1.00, but 'the competition that kills' has forced the price down to 67 cents. Is the retailer to blame for not pushing this line of goods and sometimes offering 'something just as good?' No; because he cannot live, or even exist, without profits on his sales.

"Therefore the subject of price regulation is all-important."

With all that this retail druggist says we must agree—but there is one point that he fails to make, and that is the most important. What effect does unbridled price cutting have upon the consumer?

The answer can be read between the lines in our correspondent's letter, for does he not therein defend the retailer for "offering something just as good?" and is he not right in so doing? Self-preservation is the first law of nature and if it costs 20 per cent. to do business and some goods are perforce handled without profit an exorbitant profit must be tucked on somewhere else to make up the deficit. And as such profit can more easily be tucked on to unknown than on to known merchandise it gives the "just as good" man his opportunity. And in the long run his kind of merchandise is not satisfactory to the consumer nor profitable to the merchant.

The best competition is the competition of quality. Real competition must begin at the fountain head—must be between manufacturers. Competition between dealers can amount to but a very small per cent. anyway, but if price maintenance is of advantage to the manufacturer in getting his goods economically into the hands of the consumer it encourages him to maintain the quality of his product and helps him, through increased demand, to lower the cost of production and to then lower the price to the consumer. Not to go outside the camera business for an example: Every old-time Kodak dealer knows that the twenty dollar 4 x 5 Kodak of to-day is in every way superior to the 4 x 5 Kodak of the early nineties—and it sells for one-third the price.

IT'S MARCH.

Time, right now,
to plan for a better display
of your KODAK goods.

OPTIMIST HAS TRUMP CARD

There must be growth in Canada in nineteen-fourteen. The optimist here has a number of satisfactory arguments. The outlook for immigration is good. Canada needs men on the land and the men want their families and homes there. All this means new population, through immigration, by several hundred thousand. They will help to increase crop acreage. They will throw more agricultural produce into the world's markets—and the more of that, the better for Canada. They will need furniture, food, clothing, the necessaries, which others who help make the nation will supply. Existing towns will be extended and new ones created. These communities will need water, light, sanitary facilities, fire protection, and the many things to which they have been accustomed in the old land, and which it is imperative for the new land to supply. In turn, the demand will come for pipe and plant, and factories will continue busy. Every thousand new arrivals in Canada accelerates the movement of the national machinery.

Railroad construction must continue and railroad companies must have more equipment to meet the demands of heavier traffic. Harbors are being improved, new terminals erected, canals built, grain elevators set in place. Shipyards are busy with new freight boats, foundries have orders for the coming months, factories have enough to keep wheels revolving without much rest. Minerals are being mined, fisheries exploited, forest wealth extracted, and the backbone of all, the wheat and grain crops, are not likely to be any less in value this year than they were last.

As for money, investors will become less timid. They will have no hesitation in subscribing to the many legitimate loans which must be sought during the next few months by reputable Canadian borrowers. Add to this appealing bill of fare, the after dinner vinegar—contraction in trade in all countries and tight money. Even then, Canada has every reason to look forward to the coming year as one of conservative, necessary and persistent development. And bright as it is to-day, twelve months hence the outlook will be still brighter. — *Monetary Times Annual.*

Anybody can sell the customer what he asks for.

The *Salesman* doesn't let it go at that.

Show the new goods, talk up the sundries.

BROWNIE

Keep alive the joys of childhood with a

BROWNIE

The Pictures are easy to make—always interesting and grow in value year by year.

EFFICIENT INEXPENSIVE

BROWNIE CAMERAS, $1.00 to $12.00.
KODAKS, $7.00 and up.

RICHARD ROE & COMPANY

Double Col. Cut No. 122A. Single Col. Cut No. 122B.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. X. No. 12 TORONTO, CANADA April, 1914

1914

THE YEAR FOR A BIGGER AND BETTER KODAK BUSINESS

Business cannot be built up and extended without enthusiasm, and enthusiasm is just what has made the business of the Kodak dealers greater in 1912 than in 1911, greater in 1913 than in 1912, and that enthusiasm will make 1914 a still bigger and better year.

To instil such enthusiasm the manufacturers supplying the dealer must have more than a fair and square policy behind them — they must also *have the goods.*

Never before has the Kodak line as a whole been so well balanced—never before have we been so well and completely organized and equipped to supply every need of the dealer and public.

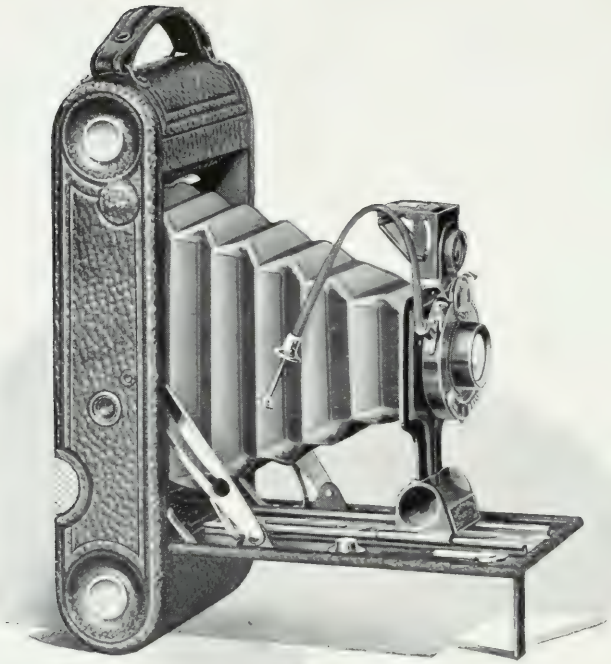
Radical departures from established models have not been necessary. In the Kodak line we have but two new models to offer and they round out the line in splendid fashion.

Many little refinements here and there have been added to existing models and we have spared neither time, effort nor money to maintain the supremacy of the Kodak line.

THE JUNIOR KODAKS

In introducing the Junior Kodaks we cannot do better than to quote from the 1914 Kodak catalogue (an advance copy of which will reach you at an early date).

The Junior Kodaks "being built upon the idea of providing genuine daylight-all-the-way Kodaks, with all the Kodak convenience and dependability, for those who wish to take up photography at the minimum of expense." "The low price means no stinting in either material or workmanship. It is only possible through the perfection of scientific factory organization and the large quantities



No. 1A Kodak Junior

which world wide distribution allows to be made at one time."

A striking feature of the Junior Kodaks is their extreme thinness and all around compactness. They are equipped with a new style back — unusually easy to remove for loading and unloading.

The back and bed are made of aluminum, covered with genuine leather, and the metal parts are finished in nickel and black enamel.

The first of these models, the No. 1 Kodak Junior, makes pictures 2¼ x 3¼ inches; capacity, 6 exposure cartridge (No. 2 Brownie). The No. 1 is fitted with the No. 0 Ball Bearing Shutter, speed 1-50 second, also "time" and "bulb" with cable release, and offers the choice of rapid rectilinear or meniscus achromatic lenses.

Regular equipment includes automatic focusing lock, collapsible reversible finder, and two tripod sockets.

The No. 1A Kodak Junior takes pictures 2½ x 4¼ inches, and takes the regular 12 exposure N.C. Film Cartridge. The shutter is the Kodak Ball Bearing with cable release; variable speeds 1-25, 1-50 and 1-100 second. The No. 2 will be supplied with either meniscus achromatic or rapid rectilinear lenses.

Equipment includes automatic

focusing lock, collapsible finder, and two tripod sockets.

The Price

No. 1 Kodak Junior, with meniscus achromatic lens, and Ball Bearing Shutter,	$7.50
Do., with R. R. Lens,	9.00
Black Sole Leather Case,	1.50
No. 1A Kodak Junior, with meniscus achromatic lens and Kodak Ball Bearing Shutter,	9.00
Do., with R. R. Lens,	11.00
Black Sole Leather Case with strap,	1.50

Regular discounts apply.

Kodak Jr's ready about May 1.

OTHER NEW GOODS

In order to effect an economy in the use of developing solutions, and to provide a means for insuring to the thousands of users of the 1A and 2A Films, the best possible results, we have constructed the new 2½ inch Kodak Film Tank which will accommodate all Kodak or Brownie cartridges having a film width of 2½ inches or less.

The Price

2½ Inch Kodak Film Tank for use with all Kodak or Brownie Film Cartridges having a film width of 2½ inches, or less, complete,	$3.50
Duplicating Outfit, consisting of one solution cup, one transferring reel and one apron,	1.75

Discount to the trade, same as for other sizes.

The amateur has learned that his prints show off to excellent advantage in a suitable album, and that this is the best, and about the only plan for keeping his collection intact.

To afford him a still wider selection we have added two new albums to our popular line.

The first is the Agrippa.

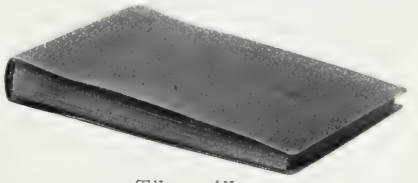
This is a loose leaf album, supplied with fifty linen finish black leaves. The cover is of beautiful grain leather, and is unusually flexible.

Agrippa Album.

The Price

Agrippa Album, style A,	5 x 8,		$1.60
Do.,	" B,	7 x 11,	1.90
Do.,	" C,	10 x 12,	3.50
Do.,	" D,	9 x 14,	3.75
Extra leaves, pkg. 12, A,			.15
Do.,	" " B,		.20
Do.,	" " C,		.30
Do.,	" " D,		.40

Discount to the trade, 30%.



Tiber Album.

The Tiber Album is also made on the loose leaf principle, but less expensive, as it has an imitation leather cover; of fine appearance nevertheless and very durable. Supplied with fifty black leaves.

Tiber Album, Style A, 5 x 8,			$ .80
Do., Style B, 7 x 11,			1.15
Do., Style C, 10 x 12,			1.90
Do., Style D, 9 x 14,			2.20
Extra Leaves, pkg. 12, A,			.15
" " " " B,			.20
" " " " C,			.30
" " " " D,			.40

Discount to the trade, 30%.

The Universal Album introduced a year ago has met with such success that it has been deemed

worthy of the name "Kodak," so please bear in mind that what was formerly known as the "Universal" Album will hereafter be designated as the Kodak Album.

Every day is a special occasion to more than a few people, a day that calls for some token of remembrance, and what can be more fitting in the great majority of instances than a Kodak Gift Case?

It has quality, and looks it, is within the reach of most purses, and will afford lasting pleasure to the recipients of either sex, and of almost all ages. As a birthday, wedding, graduation, or vacation remembrance it is most fitting.

Stock the Kodak Gift Case, display it prominently, it is one of the very best year round sellers.

ADVERTISING

Due to the fact that photographers are becoming better illustrators the 1913 Kodak Advertising Contest brought, by far, better pictures than any of the previous contests, and these pictures will be used, lavishly, in Kodak advertising for 1914.

The 1914 Kodak catalogue is well on its way to completion, and an advance copy will be mailed you shortly, and soon thereafter we will begin our annual distribution.

Our usual plan will be followed, shipping to the most distant points first, and shipping with all possible celerity, so as to get the new catalogue into all Kodak stores at the earliest possible moment.

In time to strongly stimulate business we will send you a new line of store and window signs, each and every one planned to sell goods. Then will follow the Kodak and Premo Summer Books.

New and strikingly handsome street car cards, of course, the first of the series appears in this issue—we can probably supply by May 1st.

All of this advertising matter is prepared directly for you and is supplied without cost, even the transportation being paid.

Remember, however, that catalogues and signs are sent to all dealers.

Booklets, car signs, cuts and the like, are sent on request only.

Our 1914 national publicity campaign is of a wider scope than ever. We will use a very large list of monthly and weekly publications, both inside space, usually full pages, and back covers in color. We will carry the story of the many pleasures of K o d a k e r y broadcast over the country, and in a way that will benefit equally the dealer in the small country town as well as in the largest cities.

Do not overlook the value of our window signs—many of them will contain the same subjects as are used in our national advertising, and will afford you the opportunity of linking this wide publicity directly with your own store.

Another very strong feature of our publicity is "Kodakery" — our new magazine for the amateur — but that is a story by itself, and you will find it on page 8.

More and more is Kodakery becoming the national recreation — every year witnesses a greater desire on the part of the people to get out into the open — the great opportunity for a greater business, the biggest Kodak year yet is at hand. Get your share.

All outdoors invites your

KODAK

Before you accept the invitation we cordially invite you to inspect our stock of all that's best from the Kodak City

Developing and Printing a Specialty

Richard Roe & Co.
1201 Tripod Ave.

Street Car Card No. 547. See Page 4.

Load your Kodak with

Kodak Film

Bring your film to us for developing and printing. Then you'll be assured of the best results. Everything for photography.

RICHARD ROE & CO., 1001 Tripod Avenue

Street Car Card No. 545. See Page 4.

Get out in the open with a

PREMO

There's a world of enjoyment in the pictures you can make with one of these cameras

Everything for photography and prompt developing and printing

John Doe & Co.
1234 Premo Street

Street Car Card No. 543. See Page 4.

SELLING THE GOODS

A Few Suggestions from Various Sources.

You can always interest the live merchant when you suggest or discuss methods for increasing sales. He usually has some pretty sound methods of his own, but nevertheless is more than willing to accept suggestions from the other fellow.

With a multitude of things to distract his attention it frequently happens that the head of the establishment has overlooked some feature that is detracting from the selling efficiency. His sales people may be alert and well informed while his display windows are neglected or the displays may be all they should be and the people behind the counter lacking in real selling ability.

Practically every industry has one or more trade journals devoted to its particular interest, and in glancing through the files of such publications one frequently comes across aids to selling that are applicable to almost any line of merchandise.

We note that the display window is receiving a good deal of attention, and in speaking of hodge podge window displays The Pottery, Glass and Brass Salesman (New York) tells of a carefully built window display spoiled by inharmonious exhibits:

"The display was made up of all kinds of articles from the china and glass department. It was evidently an opening-of-the-season window. In the showing were some truly magnificent bronzes, and some cut glass of so cheap a nature that it really looked more like pressed glass. There was some fine imported china and right near it some of the very cheapest decorated dinnerware turned out in this country. Everything was jumbled together, and, though the decorator did his best, the fault lay with the man who chose the merchandise, for certainly half the items 'swore' lustily at the other half, with the result that the beautiful bronzes did not show off as they should, and the popular price cut glass appeared so cheap that no one would want it."

A window has to be primarily somewhat a work of art. If it does not attract as a whole, as people pass, it will not sell much, even though its components be well chosen.

In the above case most of the passersby knew the use of all objects in the window, and in cases, such as displays of photographic apparatus, the window trimmer has to be even more careful, in that a miscellaneous display will be meaningless to many who pause to inspect, so he must in some way, by small placards or otherwise, explain the use of the goods on display and create a desire for them.

Speaking of plain figures on price tags, and mentioning prices in advertising the National Jeweler and Optician remarks "Advertising copy that omits prices sacrifices half its pulling power. It has the tendency to bring lookers instead of buyers. It often creates false impressions."

Unless the goods are marked in plain figures, some people are bound to conceive the idea that the goods are higher priced than in reality. Others are just as like-

ly to infer that the prices are lower, and go away thinking that the dealer has exaggerated his statements.

Salesmanship in its true sense is also receiving its share of attention as is witnessed by the following from the Canadian Furniture World (Toronto):

"In good salesmanship there is always a great deal of action.

"The man who is selling goods should not stand transfixed like a dummy moving nothing but his tongue. He should act. He should show by actual demonstration exactly how good and superior is the article which he is trying to sell.

"Whether a salesman is behind the counter or on the road, he should always, if possible, show the article which he is trying to sell. If it is impossible to show the article, he should show some part of it or some picture of it. Words, you must remember, are only third best. The article itself comes first; a picture or part of the article comes second; and talk about the article comes third.

"Why does the street fakir attract so many busy people? Simply because every street fakir always has something in his hand, is always in action, and is always demonstrating the remarkable virtues and values of the knickknack he is trying to sell.

"Action in salesmanship dramatizes the whole performance. It stages the operation of selling. Every good salesman has a great deal of dramatic instinct. He knows how to present an article. He knows how to throw scenery around it. He knows how to bring out in a striking way the best points of his goods."

KODAK MAGNESIUM RIBBON HOLDER

This extremely handy little apparatus provides a most convenient method of burning magnesium ribbon for photographic purposes. It comprises at once a compact magazine for storing the ribbon, a convenient holder for burning it, and a ready means of measuring definite lengths of the ribbon.

For printing on Velox or other gas light papers, lantern slides, etc., the ribbon is pushed forward by a movement of the thumb upon the edge of the revolving disc until the length of ribbon projecting from the orifice equals the measure afforded by a small arrow printed on the edge of the holder.

The Price

Kodak Magnesium Ribbon Holder, containing ribbon for 300 or more exposures.

Packed in individual cartons, a dozen cartons to container, per dozen $2.40

Alcohol Lamp for use with above 25
Extra wicks, per dozen . . .12

Discount to the trade, 33⅓ .

Local Advertising for You at Our Expense

OUR ADVERTISING DEPARTMENT HAS A NEW HOBBY—"KODAKERY"

It claims that KODAKERY is going to help sell a few more cameras — is going to bring Brownie users up to Kodaks and make people want better cameras generally to the ultimate advantage of the Special Kodaks and Graflex's, and other apparatus used by the full-fledged photographic fan.

But that isn't so much its strong point as its influence in keeping people reminded of their cameras by showing them every thirty days what other people have done and are doing with similar cameras. That's *some* incentive. In many a Kodak it will cause two rolls of film to be exposed where only one was exposed before and that means also more paper and chemicals. It will interest people in portrait attachments, film tanks, trays, mounts, calendars, lantern slides and paste, to say nothing of anastigmat lenses and focal plane shutters.

In other words, at the invitation of the customers themselves, we will be circularizing your customers for you twelve times a year—at our expense.

To do this successfully and completely two things are necessary. KODAKERY must be a welcome and instructive visitor. We are doing our best to make it all of that. Those who buy our cameras must send to us an application for the magazine. It's your part to see to it that they do so. It's a well-known fact that thousands and thousands of amateurs do not read their manuals. Unless you call their attention to it, therefore, such people will not get KODAKERY because they will never see our offer. Make them see it; make them understand that the magazine is worth while, even if it is free.

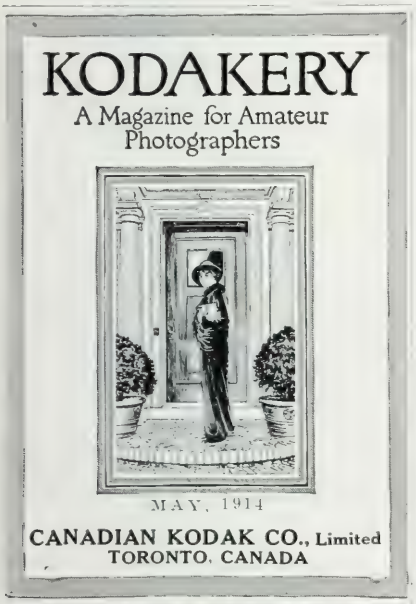
But right now there's another phase of value to you — publicity you can get for your photographic line by advertising that this magazine is now free to every purchaser of a Kodak, Brownie, Premo or Graflex camera.

Herewith we show copies of three newspaper advertisements we have planned.

A request from you will bring an electrotype of any one or all of these advertisements in a hurry.

We will supply you with the complete advertisements, with a space mortised in the block for your name and address, or we will send just the cut of the KODAKERY cover, as you elect. On page 10 we show a double column cut of the KODAKERY cover, for such dealers as desire to use more liberal space. We will supply the complete advertisements in double column, or the double

column cut alone, as well as the single column ones. The entire double column advertisement will be ten inches long.



"KODAKERY"

A clever, helpful, amateur photographic magazine.

Free To You

To every present purchaser of a Kodak, Brownie, Premo or Graflex Camera, a year's free subscription to "Kodakery." Every issue beautifully illustrated and replete with practical helps.

RICHARD ROE & CO.

Kodakery A1

Please order by number.

KODAKERY is going to do big things for those dealers who help to make it a big thing.

CORRECTION

On Page 2 of March TRADE CIRCULAR the price of 1 dozen pair packages of 8 x 10 Dental X-Ray Film is shown at $4.50. Please note that this is the price for ½ dozen pair packages.

NO. 2 KODAK DARK ROOM LAMP

The discounts allowed on these lamps will hereafter be as follows:

Less than dozen lots, - - -	45%
Lots of 1 dozen, - - - -	50%
Lots of Fifty, - - - -	55%

2¼ x 3¼ PLATES

Plates of this size are to be had in Seed, Royal and Stanley emulsions, at a price of $0.35 per dozen, less regular trade discount. Orders not accepted for less than 6 dozen.

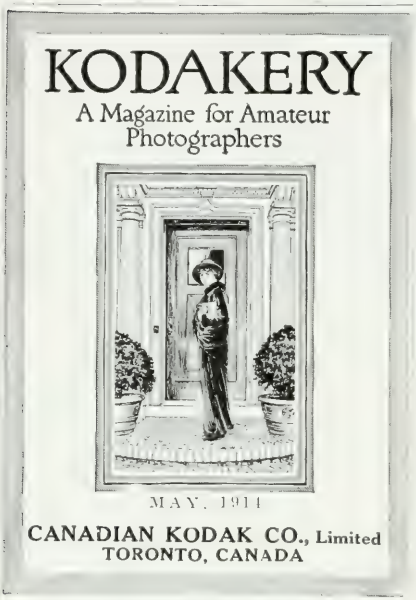
ORANGE AND RUBY GLASS

We are now in position to supply first quality orange and ruby glass in accordance with the following list:

4	x 5, per sheet, - - -	$	.10
5	x 7, " " - - -		.15
5	x 8, " " - - -		.15
6½	x 8½, " " - - -		.20
7	x 9, " " - - -		.20
8	x 10, " " - - -		.25
10	x 12, " " - - -		.35
11	x 14, " " - - -		.40

Prices above are net.

Have the Goods in Stock.



EVERYBODY LIKES PICTURES.

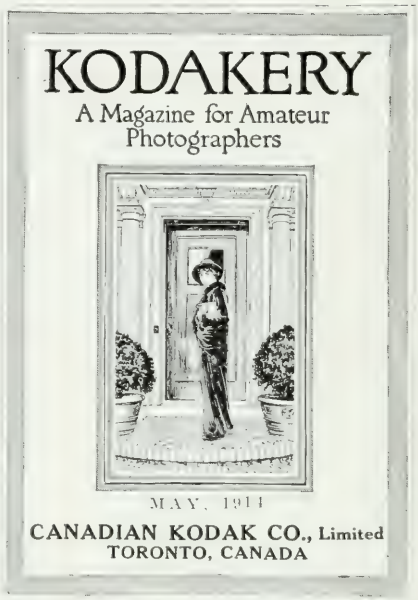
Let us present you with the greatest of all aids to good picture making. To every present purchaser of a Kokak, Brownie, Premo or Graflex camera, will be given a year's subscription to

"KODAKERY"

a clever helpful magazine devoted to amateur photography. Every issue beautifully illustrated and replete with practical suggestions.

RICHARD ROE & CO.

Kodakery A2



Do You—
Would You Like
To Make Good Pictures?

We have the ideal help. To every present purchaser of a Kodak, Brownie, Graflex or Premo camera a year's free subscription to

"KODAKERY"

The most helpful of all amateur photographic magazines. Every issue beautifully illustrated and filled with practical suggestions.

RICHARD ROE & CO.

Kodakery A3

KODAKERY

A Magazine for Amateur Photographers

MAY, 1914

CANADIAN KODAK CO., LIMITED

TORONTO, CANADA

Kodakery, Etc.—See page 3.

CAMERAS IN PUBLIC SCHOOLS

Why Try To Teach Drawing To Those Who Find It Impossible To Acquire The Art?

A very interesting and novel suggestion was thrown out by Dr. Arnold Genthe in his address before the Art League yesterday afternoon. It was the proposition that the use of the camera be taught in the public schools.

Surprising as this idea may seem to some, it did not come with any shock, when logically developed in the course of Dr. Genthe's talk. Instead of being a fad or an added burden upon an encumbered school system, it would be, as Dr. Genthe pointed out, one way of turning an idle course into practical use. Dr. Genthe was a teacher before he became world famous as an exponent of artistic photography and it is apparent that he advanced the proposition seriously.

Drawing is now a compulsory course in our public school system, carried on regularly throughout all the grades and into the high school. Unfortunately, as Dr. Genthe pointed out, the quickened intellect that enables one to see the beautiful in life is not always coupled with the sensitive hand that enables one to portray it upon paper or canvas. Consequently the course in art offered in the public schools, because of the drudgery, not to say the absolute pain inflicted in attempting to teach the principles of drawing to a pupil not naturally equipped to master them, is more likely to inspire a deep rooted distaste for art than to arouse an understanding of it. The combination of the eye to see and the hand to draw is very, very rare; otherwise, we should all be great artists.

To those pupils who, though equipped with the ability to appreciate the beautiful, are not able to master the technical difficulties of drawing, the camera offers not only a means of escape from useless drudgery, but an avenue towards artistic expression of a high order, and the acquisition of a practical and useful accomplishment as well. If the choice between drawing or camera study were left elective it would certainly be an improvement on our present system.

There is a technique of photography just as much as a technique of drawing, but the difference is, that the one does not require any inherent ability, while the other does require such ability.

In the case of pupils who have the eye to see but not the hand to draw, it would seem very much more sensible to develop their possibilities through the camera, with which they may accomplish something, than through a course in drawing, with which they can accomplish nothing. Furthermore, the knowledge thus gathered would have a concrete value. In these days when a practical camera may be purchased for a dollar or two, no home is without a camera, but not one person in a thousand possesses the ability to get the best out of one. Some of the finest pictures exhibited by Dr. Genthe to the Art League were enlargements made from negatives taken by a simple little Kodak.—*Bridgeport Telegram.*

Every direction sheet, every manual we publish specifies the use of

KODAK TESTED SODAS

in making up developers for use on sensitized material of Kodak manufacture. And the main reason is that we know that quality of results depends, more than you may realize, on the Sodas used.

Kodak Sodas are uniformly strong and pure.

THE PRICE:

Carbonate of Soda:

	Per lb.	Per 5 lbs.
Bottle	$0.20	$0.90
Can	.17	.65

Can of 25 lbs. - - $3.25

Discount—33⅓%, or 33⅓ and 10% on lots of 48-1 lb. cans.

Sulphite of Soda:

	Per lb.	Per 5 lbs.
Bottle	$0.30	$1.35
Can	.22	.85

Can of 25 lbs. - - $4.25

Discount 33⅓%, or 33⅓ and 10% on lots of 48-1 lb. cans.

AN IMPROVED FORMULA FOR DEEP TANK DEVELOPMENT

When it comes to changing or modifying a formula we are ultra conservative. When any of our chemists or investigators recommend a change or modification we must know from actual tests repeated many, many times, under all possible conditions, that such change will be beneficial to the greatest average number.

For a number of months we have had under consideration an improved formula for deep tank development for use by amateur finishers and can now unhesitatingly recommend it to all finishing departments employing the deep tank method.

This new formula differs from those in general use in that the amount of Pyro is doubled, and Metabisulphite of Potassium added as a preservative. This new formula will enable you to materially heighten and improve your work, as the negatives will have much better printing quality.

The new formula is as follows:

Water	8 gals.	
Elon	1 oz.	95 grs.
Hydrochinon	4 ozs.	290 grs.
C. K. Tested Sod. Sulphite	60 ozs.	
Metabisulphite	1 oz.	379 grs.
C. K. Tested Sod. Carbonate	31 ozs.	347 grs.
Pyro	11 ozs.	227 grs.
Pot. Bromide	307 grs.	

Avoirdupois Weight.

Add enough water to make 48 gals.
Temperature 65 degrees Fahrenheit.

During the summer months or when orders are heavy this developer should not be used more than one week. During winter months or when orders are light, bath may be used two weeks if strengthened at the end of the first week by adding one-half of the original amount of all chemicals.

When the developer is new the time required to develop will be about 18 minutes. Time of development should be increased about one minute per day for the first week. After strengthening the time required will be about 20 minutes and should be increased one minute or more a day for the second week.

The exact increase in time of development from day to day will depend largely on the number of films developed and can only be determined by watching the work carefully. If an increase of one minute a day is not sufficient to produce results nearly or quite equal to those obtained when developer was fresh, make the increased time of development two minutes or more if necessary.

Formula for 42 Gallon Tank

Water	8 gals.	
Elon	1 oz.	22 grs.
Hydrochinon	4 ozs.	88 grs.
C. K. Tested Sod. Sulphite	52 ozs.	
Metabisulphite	1 oz.	273 grs.
C. K. Tested Sod. Carbonate	27 ozs.	359 grs.
Pyro	10 ozs.	
Pot. Bromide	263 grs.	

Avoirdupois Weight.

Add enough water to make 42 gals.
Temperature 65 degrees Fahrenheit.

This developer is about the same as the old developer excepting that the amount of Pyro is doubled and Metabisulphite added as a preservative. The increase in the amount of Pyro produces negatives

of more color that have better printing quality although apparently less vigorous than those obtained with the old developer.

To obtain the best results at all times developer should be watched carefully from day to day and as soon as there is any indication of a falling off in quality, either increase the time of development or strengthen the developer.

We call your particular attention to one point: When the developer has stood unused over night, there will usually be found in the morning a slight scum upon the surface.

This scum should always be removed by drawing a sheet of clean blotting paper lightly over the surface of the solution. The solution should be well stirred each morning to ensure even action.

One advantage in particular will be found in the use of this new developer, and that is but very few negatives of what we might call the "in between" type will be produced, or in other words not exactly suited to either "regular" or "special" paper.

BRILLIANT VELVET BROMIDE FOR ENLARGING

The sale of the Brownie Enlarging Cameras has largely increased since the introduction of the Brownie Enlarging Camera Illuminator, as the Illuminator has opened up the enlarging field to many amateurs who have no time during the day for such work.

As a still greater incentive to the use of the Brownie Enlarging Camera with artificial light we suggest your strongly recommending the use of Brilliant Velvet Bromide for such work, not only because its surface is peculiarly well adapted to enlargements from amateur negatives, but because its greater speed somewhat reduces the time of exposure.

It is good business to make two enlargements grow where one only grew before.

YOU Should Do Finishing

Because:

1. You owe it to yourself to get the most profit out of your business—and there is a good margin of velvet in finishing.

2. It is poor policy to let this work go to one who is your competitor and sells a fresh spool of film for nearly every one he gets to finish.

3. You owe it to your customers to see that they get the most out of the goods they buy of you.

"FIXED FOCUS" FOCUSING CAMERAS

An Aid to Sale Making

There is always a road to the sale; if not the direct board highway where the customer wants just what you have, and planks down the cash, there are other paths that lead to the jingle of the cash register. For instance when a customer comes in and wants a No. 2 Bull's-Eye that you no longer carry in stock, or fears that he cannot get good results with a focusing camera and sighs for a "universal" lens, what should you do, shed a silent tear and wave him sadly toward the door? Not if you stop to think a moment and consider just what is meant by the term "fixed focus" lens. There is no such thing as a "fixed focus" lens, as you know, as all lenses have one point in which they are sharp for near objects, and another for far objects, with intermediate points for objects in between, the difference between these points depending entirely on the focal length of the lens. For instance, in a lens of three inch focus the difference between the points for far and near objects is but 3-16 of an inch, and in one of twelve inch focus, 1¼ inches.

Therefore in cases where lenses of short focus are employed, not exceeding five and one-quarter inches, there is so little difference between the points for far and near objects, that the lens may be fixed at a point which is a compromise between its extreme focal points, and with the aid of the smallest stop usable for snap shot work, be made to serve the purpose of a "fixed focus" lens.

With this clearly in mind you have but to demonstrate to the customer how any one of the smaller focusing cameras may be made to serve the purpose of a "fixed focus" camera, and yet possess all the conveniences of the focusing scale for use whenever necessary.

We append a table hereto showing the cameras that may be so used, together with data as to focus, stop and speed:

Focusing Kodaks, Brownies and Premos that can be Used as Fixed Focus Instruments

No. 1A Kodak R. R. Type No. 3 Folding Kodak	Set focus 25 feet; use speed 1-25 second. Set stop midway between No. 8 and No. 16.
No. 2 Folding Brownie No. 2A Folding Brownie	Set focus 20 feet. Set stop midway between No. 1 and No. 2.
No. 3 Folding Brownie	Set focus 25 feet; use speed 1-25 second. Set stop midway between No. 8 and No. 16.
No. 1 Kodak Jr. with R. R. lens	Set focus 25 feet; use speed 1-25 second. Set stop midway between No. 8 and No. 16.
No. 1 Kodak Jr. with achromatic lens	Set focus 25 feet; use speed 1-25 second. Set stop midway between No. 1 and No. 2.
No. 1A Kodak Jr. with R. R. lens	Set focus 25 feet; use speed 1-25 second. Set stop midway between No. 8 and No. 16.
No. 1A Kodak Jr. with achromatic lens	Set focus 25 feet; use speed 1-25 second. Set stop midway between No. 1 and No. 2.
3¼ x 4¼ Film Premo No. 1	Set focus 25 feet; use speed 1-25 second. Set stop midway between No. 8 and No. 16.
3¼ x 4¼ Pocket Premo C	Set focus 25 feet; use speed 1-25 second. Set stop midway between No. 8 and No. 16.

PARCEL POST

The large number of orders that we are receiving for shipment by Parcel Post leads us to think that many dealers have not read the Parcel Post regulations carefully, and are under the impression that all shipments should be made in this way where transportation would be less than by express. We wish to call attention to the fact that we can assume no responsibility whatever should Parcel Post shipments fail to reach consignee promptly and in good condition. We should like to have this clearly understood, as since this new regulation went into effect, we have received a number of complaints of non-receipt of goods, and in each instance the customer seems to be under the impression that we should make replacement at our own expense. We do not advise having cameras or other valuable articles sent by Parcel Post even at a less expense, but where customers specify that goods are to be shipped by Parcel Post, we will follow instructions with the understanding that such shipments are made at the dealer's risk.

A Parcel Post packet may be insured within Canada up to an amount of $25.00, or the actual value of the contents, when less than that amount, upon prepayment of a fee of 5 cents in postage stamps, and up to an amount of $50.00, or the actual value of the contents, when less than that sum, upon prepayment of a fee of 10 cents in postage stamps. We will insure when so instructed in the order.

Indemnity will not be given for injury or damage consequential upon, *i.e.,* INDIRECTLY arising from the loss, damage, delay, non-delivery or mis-delivery of any article sent by Parcel Post.

There is another thing to be taken into consideration, that Parcel Post cannot be traced with the same thoroughness as express shipments. In case a Parcel Post packet should be missing, the postmaster at shipping point will only write the postmaster at point of destination, asking for information, so it is practically useless to attempt to trace such a package unless insured.

The limit of weight for a Parcel Post packet is eleven pounds, and the general limit of size is thirty inches in length by one foot in width or depth, but parcels will be accepted up to 3 ft. 6 in. in length, provided that the combined length and girth do not exceed six feet. For example—a parcel measuring 3 ft. 6 in. in its longest dimensions may measure as much as 2 ft. 6 in. in girth (*i.e.,* round its thickest part); or if the length is not more than 3 ft. the girth of the parcel may be 3 ft.

EASTMAN TESTED HYDROMETER

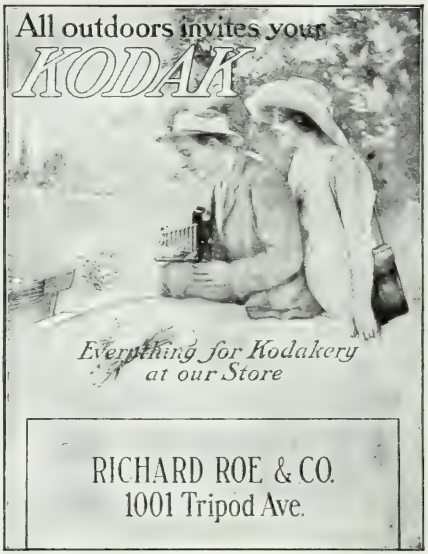
Photographers, both professional and amateur, are more and more realizing the necessity for accurate and correctly compounded formulæ.

For absolute accuracy the hydrometer has precedence over weights and measures in compounding, provided the hydrometer itself be accurate in scale.

The Eastman Tested Hydrometer is now ready for the market, and is a very superior article. It is graduated with extreme accuracy, and the new flat stem allows a ready reading of the scale even in poor light.

Price . . . . . 75 cents, less 25%

Poster No. 3



Poster No. 4

KODAK POSTERS

Our Poster service has, since its inauguration in 1911, been appreciated by the live dealer, who realizes that through this co-operation he is enabled to do very high class and effective advertising at a minimum cost.

Already we have had several inquiries from dealers who have previously taken up this form of advertising, and who wish to continue the same during 1914. We, therefore, wish to advise that the service will be continued and Posters furnished free of charge under the same conditions as prevailed in former years. No new Poster designs have been prepared, but we have been able to procure a limited supply of the Numbers 3 and 4 Posters, used last year, and which, to refresh your memory, we are illustrating again. These are described as eight-sheet Posters, measuring approximately 7 feet wide and 9½ feet high, and are done in eight colors. The first cost of such Posters runs into big money, and while we could have issued a cheaper two or three colored job, we felt that the quality of Kodak business demanded a pictorial poster of artistic design and the very best quality—something that would appeal to the people who like to take Kodak pictures and patronize the high class stores where Kodak goods are handled.

Conditions

It is obvious that no two dealers in the same small city (or in the

same section of a large city) would care to use the same Poster. In filling orders for Posters, we shall therefore give the preference to the first dealer who applies from each city, but will not furnish him more than one kind of Poster until we are satisfied that the other dealers in his town are not interested. When there is only one dealer in a city who uses the Posters, he may have both of the designs.

These Posters are a standard size. They will be properly imprinted and shipped, charges prepaid, direct to your local bill posting concern. They are too expensive to be used in any way except upon regularly maintained bill boards, and should be put up only by those who understand the business. In ordering be sure to tell us how many "stands" you have contracted for, and for how long a period the particular Poster that you order is to be run, that we may send the proper amount of "paper" to provide for reasonable renewals. We particularly request that you order only as many as you require, as these Posters are too expensive to waste. Before ordering, you should call in your local bill poster and talk over with him the matter of locations, the number of "stands" required to cover the particular city or section of a city that you want to cover, and decide upon the length of time that you want to maintain this Poster. When these details have been arranged send instructions to us.

Remember

This is the information we must have:

The number of stands.

The length of time that this Poster is to be maintained.

The name of bill poster.

The manner in which you want your name and address to appear.

We reserve the right in case of two orders received from two dealers in the same city, to give the preference to the one agreeing to give the best representative showing. If, for instance, there are 100 good 8 sheet stands in a certain city and one dealer offers to maintain 25 stands and another dealer 100, we would naturally furnish the Posters to the latter.

In a very few large cities it is possible that two or more dealers in widely separated localities might use the same Poster to advantage. If, however, any such questions come up, they will be gone into carefully in detail and a full understanding arrived at.

Dealers will please note that Developing Powders for the 2½ inch Kokak Film Tank are the same as for the 3½ inch Tank.

Please advise your customers on this point. The wrapper of the package will eventually show this information.

Out door days are doubly pleasant when you

KODAK

Anybody can make good pictures the Kodak way—No dark-room for any part of the work.

KODAKS, $7.00 to $60.00

We have all the new goods from the Kodak Factory.

RICHARD ROE & COMPANY.

Single Column Cut No. Double Column Cut No.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XI. No. 1 TORONTO, CANADA May, 1914

1914--Another Big Premo Year.

NEW GOODS AND PLANS UNDER WAY IN THE PREMO LINE, FOR YOUR INTERESTS AND OURS.

The radical changes which were made in the Premo line last year were amply justified in the resulting business for 1913. The Premoette Jr. No. 1A, the Premoette Jr. Specials, the Premos, Nos. 8, 9 and 10, all new models, struck the public fancy from the start, and the total Premo business at the close of the year very greatly exceeded that of any previous year.

Consider for a moment what this means to the Kodak dealer. We sell practically no goods direct. In all our advertising we advise those interested to go to the Kodak dealer. It follows then that the business of the majority of dealers who handle Premos must have increased during the year 1913, for our business cannot increase until first our dealers' business increases.

Those who did not get in on this increase last year have missed a golden opportunity, but an even better one offers itself this year.

The new models which came out last year were so successful as to assure an increasing demand for them this year, and in addition we have made improvements and added several new models this year which will help swell your profits in the increased Premo demand which they will create.

NEW MODELS

FILM PREMO NO. 1, WITH MENISCUS ACHROMATIC LENS. There is a class of amateurs who prefer cameras with single lenses, requiring but little adjustment of focus for objects at different distances, but who do not want cameras of the box style because of their comparative bulk.

To such customers, the light, compact, simple Film Premos No. 1, with lenses of the same type as are used on box cameras, will appeal very strongly. By the proper adjustment of diaphragm and speed, these folding cameras can be just as well used as fixed focus cameras as those of the box type, and by intelligent representation, your salespeople can dispose of very many of these models this summer.

The Price

$3^1/_4 \times 4^1/_4$, ...	$8.00
3A, $3^1/_4 \times 5^1/_2$, ...	10.50

Discount to the trade, 32%.

OTHER CHANGES

Reduced prices on Premos with anastigmat lenses have already been announced in the February TRADE CIRCULAR, but it is not amiss to call attention again to the new lists on such equipments in the Premo catalogue. These reductions will make an even larger field for all such Premo cameras and especially the Premoette Jr. and Filmplate Premo Specials.

PORTRAIT ATTACHMENTS. Hereafter, the name "Premo" in connection with portrait attachments will be dropped. All will be labeled "Kodak Portrait Attachments," and the various Premos which such attachments fit will be indicated on the label. This practice will obviate the necessity of dealers carrying two stocks of the same article.

The 4 x 5 size of the Film Premo No. 1 has been discontinued, as has the Premo Optical Outfit.

A reduction in price has been made on lacquered pressboard slides, tripod and camera screws, and a slight increase on shoulder straps, owing to the advance in the price of leather.

ADVERTISING

The Premo advertising has been steadily increasing in quantity, and we think, in quality.

The 1914 Premo catalogue is just coming from the press, advance copies will be sent out shortly, to be followed, as fast as we can handle them, by the regular supply for distribution where they will do the most good.

The advertising department is now engaged in getting up the Premo Summer Book, ready in June, store and window signs, and other helps for the creation of still wider interest in the Premo line, through the dealer's store, everywhere.

In addition to these helps, all gratis, for the dealer's use, the general Premo advertising is to be bigger and broader this year than ever before. 1913 saw the beginning of Premo back cover advertising. This year more back covers have been added and inside space increased. This continual hammering away at the public is bound to create an impression and to make the name Premo better known every month. A large proportion of the people of your town read some one or more of these publications, and if you will supplement our genereal maga-

zine publicity with local advertising, you are bound to secure some of these readers as Premo customers.

We make the local advertising as easy for you as we possibly can, street car signs, camera cuts, window signs and booklets, are all yours for the asking, without charge for material or cost of transportation.

And bear in mind the fact that all this advertising is for our mutual benefit. It is as much to your advantage as it is to ours, for we can make practically no sales in a given territory until first the dealer has made his sales.

Get in on the Premo profits this year. It's well worth your while.

CHANGES IN CHEMICAL LIST

We are pleased to announce a reduction in price on the following C. K. Tested Chemicals:

C. K. Tested Sodium Sulphite, 25 lb. cans, ... $4.00
Discount to the Trade, 33⅓%.
C. K. Tested Sodium Carbonate, 25 lb. cans, ... 3.00
Discount to the Trade, 33⅓%.

On and after this date we will allow a discount of 50% on five case lots of Kodak Acid Fixing Powders.

The Price

Kodak Acid Fixing Powder, ¼lb. package, ... $0.10
Do., ½ pound package, ...15
Do., 1 " " 25
Discount to the Trade, 33⅓%.
In case lots of 36 lbs.—72 quarter or half pounds, 40%.
In five case lots, assorted, 50%.

1914 CONTEST

The results from the 1913 Kodak Advertising Contest were unusually gratifying, and we will hold a similar contest this year. We have, as usual, prepared a circular affording full details regarding the contest and will be pleased to send you a quantity on request.

It will pay you to tell all your customers of this year's contest.

How many circulars, please?

The care-free hours of childhood are kept forever with a

BROWNIE

Any child can make the pictures—every operation as plain as day.

Brownies, $1.00 to $12.00
Kodaks, $7.00 to $60.00

RICHARD ROE & CO.

Single Column 14IB

BROWNIE No. 0.

Here is a new little cousin of the Kodak—the No. 0 Brownie.

As shown by the illustration above, the No. 0 is a decidedly handsome little chap, and bound to achieve tremendous popularity.

The No. 0 Brownie is similar in construction to the No. 1 Brownie, equipped with Eastman Rotary Shutter and meniscus lens, and in addition, equipped with finders for both vertical and horizontal pictures.

The No. 0 Brownie takes the same size film as the Vest Pocket Kodak, 1⅝ x 2½ inches, eight exposures to the roll. Owing to the fact that the protecting duplex paper on the Vest Pocket Film is just a trifle short, for safety, when used in the No. 0 Brownie, we will have to, for the present, supply a special film for the No. 0 Brownie.

As soon as practicable, we will lengthen the paper on the Vest Pocket Kodak Film, so the same film may be used in the No. 0 Brownie.

The No. 0 Brownie is very dainty and compact, measuring but 2½ x 3½ x 4⅛ inches, and can be readily slipped into the ordinary coat pocket.

We are going to push the No. 0 Brownie in our usual vigorous manner and it is bound to have a big sale.

We expect to be ready to make shipments promptly, but are not positive that we can fill all orders at the start off. Take time by the forelock and get your order in *now*, as this is one of the times when it will pay big to have the goods in stock.

The Price

No. 0 Brownie, for pictures 1⅝x 2½ inches, ...	$1.25
Carrying Case for same, . . .	.50
Eastman N. C. Film for No. 0 Brownie, 8 exposures, . . .	.20

FOR YOUR OWN PROTECTION

It would be well worth while for any Kodak dealer to try and discover the number of those who formerly pursued the pastime of amateur photography but have now given it up for one reason or another. Want of time, lack of inclination, etc., are undoubtedly responsible in many cases, but we venture to say that more of those who have given up photography as a pastime, have done so through discouragement on account of poor results obtained than for all the other reasons put together.

Consider carefully the bearing that good results to the consumer has on your sales, for in this connection, it is a fact worthy of special notice, that the dealers who are today making the greatest success of their photographic departments have, without a single exception, Finishing Departments, the work being done under their own immediate supervision.

After all, the connection between the two is really essential. Certainly the dealer owes it to his customer to take care of him and provide every means whereby he may get the best results from the goods bought. The old maxim about the satisfied customer is never more closely applicable than to the photographic trade. What would it now mean to you if the discouraged ones had never come to the point of discouragement?

There is another angle from which this business of Finishing may be viewed. We mean the usefulness of a Finishing Department to a dealer in protecting his sales of film from inroads by competitors, who have films brought to them to be finished, and seldom fail to sell a fresh spool at the time. The dealer without a Finishing Department is really driving a number of those who should be his customers into the store of his competitor who does the finishing.

Then take the matter of profits: Good developing and printing will always command good prices, for it is quality that counts heaviest in this field. We have all heard the remarks of the amateur who is dissatisfied because his prints are not clear, or because they are dirty. It does not require expert knowledge to feel and express dissatisfaction with photographic work. One has a feeling that the prints could be better, and the dissatisfaction is all the keener because the dissatisfied party is unable to explain his reasons. There are scores and scores of dealers, whose Amateur Finishing Departments pay the whole or greater part of their store rent, and the most attractive point is that good work will surely create a bigger volume of work.

Now is the time, before the summer rush is on, to rearrange your Finishing Department and profit by the lessons of the past. Good finishing will bring good prices, and, further, a good Finishing Department means satisfied customers, good margin of profit, with protection against competition.

Display and Push Velox Water Color Stamps and Outfits. There'll be a good demand for them, if you explain their use.

A BUSINESS BRINGER

THE ADVERTISING POST CARD.

The Kodak Advertising Post Card has in seasons past brought in a good many hundreds of extra dollars to the dealers who have made use of them. The first season fully demonstrated their practical value, and practically all of those dealers who have ever used the Kodak Advertising Post Card have been eager to use them each succeeding year.

The 1914 Post Card is fully as attractive as any of its predecessors; some of us here think it the most attractive, but we will leave you to judge from the reproductions on page 7.

Mail these cards out to a carefully selected list of prospective customers and you just cannot help but get results. Here is the plan upon which the Kodak Advertising Post Card will be supplied:

We will furnish these cards in lots of one thousand or more, printed as shown in the illustrations, with the dealer's name and address in same handwriting as the text, and occupying same space as Richard Roe & Co., at $10.00 per thousand, net. This price does not apply on lots of less than one thousand, but does apply on fractional lots where the total is for more than one thousand, as for instance, 1250, 2700, etc. On lots of less than one thousand, there will be an extra charge of one dollar. No order entered for less than 400 cards ($5.00, net).

As these cards cost us very much more than we are getting for them, we cannot furnish them in any different form than that stipulated above. We cannot furnish them without the advertising at any price nor with any changes in the advertising (except insertion of facsimile handwriting of dealer's name and address as explained above) at the price quoted. No changes of any description can be made on the picture side, changes on the address side, even where an extra charge is made, are to be subject to our approval—the point being, that as this is a Kodak advertising card that will be in quite general use, we must control it.

How many, please?

Every Happy Time is a Time to

KODAK

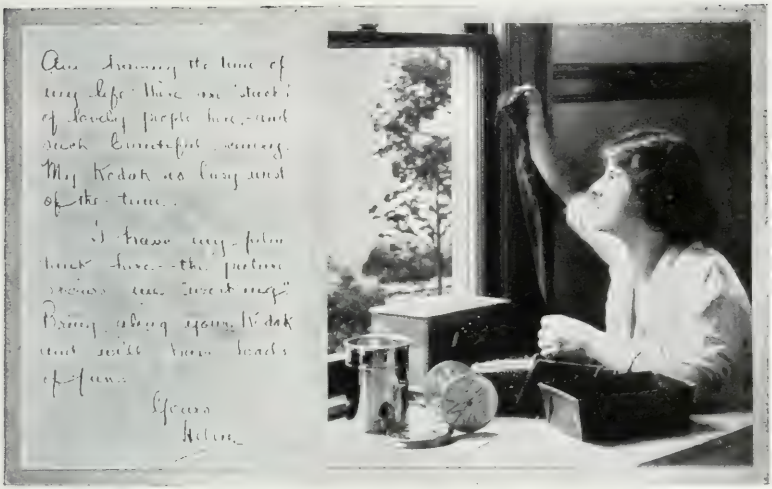
The little pictures, so easily made, tell big stories the years through, and then too, Kodaking is good fun.

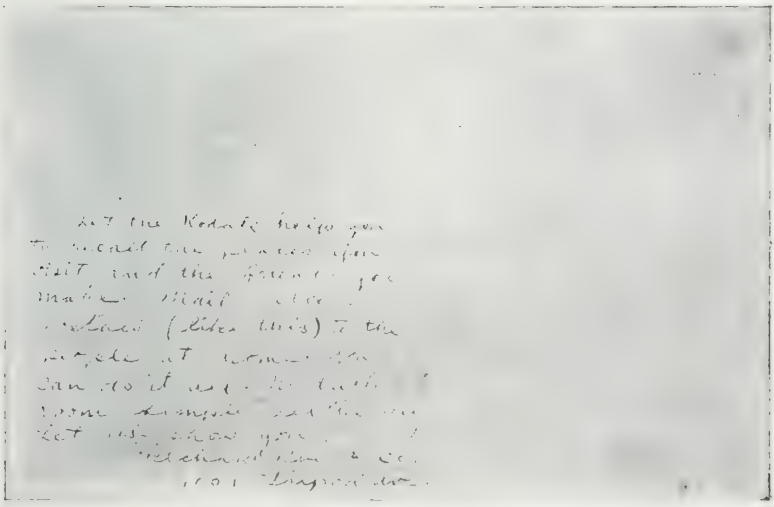
Let us explain the simple Kodak way in photography.

Kodaks, $7.00 to $60.00.
Brownie, $1.00 to $12.00.

RICHARD ROE & CO.

Single Col. 128B. Double Col. 128A.


Am having the time of my life. There are stacks of lovely purple hyacinths and such Christmas scenery. My Kodak is busy most of the time.
I have my photo taken here. The photos are the finest ever. Bring along your Kodak and get some heads of me.
Yours
Helen


Let the Kodak help you to record the pleasures of visit and the friends you make. Visit etc.
related (like this) to the people at home. You can do it best. Be sure some snapshots and then get busy. Show your

THE 1914 ADVERTISING POST CARD

SEE PAGE 6

SEED X-RAY PLATES

There is a constantly increasing use of X-Ray Photography in modern surgical practice, on account of its great advantage in diagnosis of cases that would otherwise be obscure and difficult of treatment.

For some time past we have been looking into the demand for a plate especially adapted for this line of work, and now offer through Kodak dealers the Seed X-Ray plate.

Seed X-Ray plates are coated with an emulsion that has met with the widest and most enthusiastic approval from leading practitioners of the United States, in fact, they now enjoy the position of leading the field, wherever quality is the first consideration.

Briefly, the points of superiority we claim for Seed X-Ray plates are clearness and freedom from foreign matter, fine gradation and uniformity, in combination with a most satisfactory speed. They are heavily coated and are particularly rich in silver. Splendid results may be produced in both direct and screen exposure.

For the finest effects we advise that Seed X-Ray Plates should be developed about 25% longer than other materials, so as to insure correct density and contrast.

Every Kodak dealer will realize the opportunity for adding to his profits in getting after the X-Ray business of his town, in which work we shall be glad to co-operate with our customers.

Seed X-Ray plates will be sold according to the Price List below and dealers will please note carefully what is said about envelopes.

Price List

Sizes—	With 2 Sets Envelopes	With 12 Sets Envelopes
4¾ x 6½	$ 0.90	$ 1.20
5 x 7	1.10	1.40
5 x 8	1.25	1.55
6½ x 8½	1.65	2.10
8 x 10	2.40	3.00
10 x 12	4.20	5.15
11 x 14	6.00	7.25
14 x 17	9.00	11.25
16 x 20	13.25	16.40
17 x 20	14.00	17.25
18 x 22	16.50	20.40
20 x 24	20.00	24.65

X-RAY ENVELOPES.

4¾ x 6½ per dozen sets	$0.30
5 x 7 " " "	.30
5 x 8 " " "	.30
6½ x 8½ " " "	.45
8 x 10 " " "	.60
10 x 12 " " "	.95
11 x 14 " " "	1.25
14 x 17 " " "	2.25
16 x 20 " " "	3.15
17 x 20 " " "	3.25
18 x 22 " " "	3.90
20 x 24 " " "	4.65

A set consists of two envelopes, one black and one orange.

Discount, both on plates and envelopes, 30 and 5%.

FOR BETTER SERVICE

Please order film by number or by the name of the camera for which it is wanted, but *not* by the size of the picture the camera makes. The summer season is right here now and neither you nor we wish to lose any film business through misunderstanding of your orders; therefore, please have a film schedule chart always before you when you write out your orders.

"KODAK"

Is our registered and common law TRADE MARK and cannot be rightfully applied except to goods of our manufacture.

If a dealer tries to sell you a camera or films, or other goods not of our manufacture, under the Kodak name, you may be sure that he has an inferior article that he is trying to market on the Kodak reputation.

IF IT ISN'T AN EASTMAN,
IT ISN'T A KODAK

CANADIAN KODAK CO., LIMITED
TORONTO

NEW ROYAL PLATES

Several additions and improvements have been made, which will put the Kodak dealer in a stronger position than ever before.

ROYAL POLYCHROME

A new plate highly sensitive to yellow and green and moderately so to red and orange, rendering color or light intensity values with great accuracy. Polychromes have great latitude and work without the steep gradations in contrast so often found in other color sensitive plates.

Remarkable results may be obtained without the use of a screen, but in all cases where close rendering of color values is essential we advise the use of a screen. Ideal for soft effects in landscape. To insure best results we suggest loading plates into holders and starting development in absolute darkness. When the image is well out, development may be completed with a weak ruby light.

Tank development is ideal for Polychrome.

May be had backed or unbacked. See price list.

ROYAL PROCESS

A strong contrasty emulsion, especially suited for copying line drawings, manuscripts, plans and printed matter, as well as for the making of transparencies and for use in engraving. Royal Process Plates are of great advantage in photography for scientific purposes where contrast and density are especially desirable. Process Plates may also be had with or without backing.

ABOUT BACKING

The purpose to be served in backing dry plates is to overcome, or at least to minimize, the effects of halation. The backing used on Royal Plates is a special, opaque substance, which dissolves at once in the developer without impairing the action of the solution in any way or discoloring the bath.

In addition to Polychrome and Process, Royal Lantern Plates may be had with backing if desired, as well as the regular Royal S.E.R. See price list below.

ROYAL DRY PLATES.

Special Extra Rapid, Polychrome and Process.

Size	Unbacked	With Backing
2½ x 2½	$ 0.25	$ 0.30
2¼ x 3¼	.35	.40
3½ x 3½	.35	.40
3¼ x 4¼	.45	.50
3¼ x 5½	.65	.70
4 x 5	.65	.70
4¼ x 6½	.90	1.00
4¾ x 6½	.90	1.00
5 x 7	1.10	1.25
5 x 8	1.25	1.40
6½ x 8½	1.65	1.85
8 x 10	2.40	2.65
10 x 12	4.20	4.50
11 x 14	6.00	6.45
14 x 17	9.00	9.60
16 x 20	13.25	14.00
18 x 22	16.50	17.50
20 x 24	20.00	21.00

Regular Royal discounts apply.

ROYAL LANTERN SLIDE PLATES.

Size	Unbacked	With Backing
3¼ x 3¼	$0.35	$0.40
3¼ x 4	.45	.50

Discount: 40 and 10%.

There's a touch of novelty about Kodak Velvet Green Post Cards, which makes them very popular among tourists and vacationists.

Display and explain to your customers the working of the

Brownie Enlarging Cameras

Every Amateur photographer has favorite negatives in his collection from which he would like to have enlargements, but he seldom gets the enlarged pictures made because he looks upon enlarging as a costly, intricate process away beyond his powers.

Show them how easy it is to make first-class enlargements and your efforts will be well repaid in sales of enlarging Cameras, large sizes of papers and supplies.

For the June Bride
a Kodak
Kodak and Brownie cameras for every purpose at our store.
Prompt Developing and Printing.
RICHARD ROE & CO., 1001 Tripod Avenue.

Car Sign No. 573

MORE CAR SIGNS

Above we reproduce a new street car sign that is ready for distribution. It is in full color and in every way equal to the first of the series. Now is the time to educate the vacationer as to the joys of Kodakery, and street car advertising is one of the most effective mediums.

The terms upon which street car signs are supplied are given in full in the April TRADE CIRCULAR.

CABLE RELEASE
6 - INCH

We are listing the new 6 inch Cable Release as supplied with the Kodak Jrs.

The Price

Cable Release, 6 inch, ... $0.25
Discount to the Trade, 25%.

Cuts for display advertising sent gratis, on request.

VELOX LANTERN SLIDES

We occasionally receive an inqury regarding Velox Lantern Slides, as to whether these slides can be used in projecting apparatus other than the Kodiopticon.

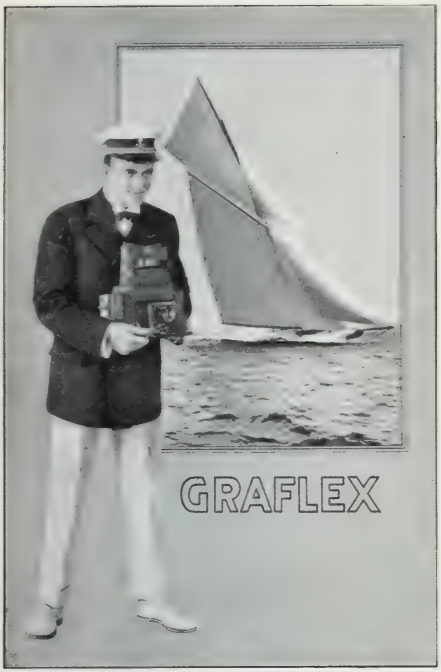
Velox Lantern Slides can be used in any projecting machine that has water cells, and in a number of machines not so equipped. In addition to the Kodiopticon, they may be used in the Model B Balopticon, Model C Balopticon (when used with Baby Arc Lamp, 5 amp.), Home Balopticon and Victor Portable Stereopticon (not Viopticon).

ADJUSTABLE FILTER HOLDER

To meet the demand for an adjustable holder for the smaller Wratten Filters, we are now supplying an Adjustable Filter Holder for Wratten Filters, 2 inches square. This holder will fit lens mounts from 7/8 to 1 9-16 inches in diameter.

The Price

Adjustable Filter Holder, for Wratten Filters, 2 in. square $3.00



1914 GRAFLEX CATALOGUE

A copy of the new Graflex catalogue has been mailed to every Kodak dealer. No general distribution will be made, but we will supply reasonable quantities to dealers who will make good use of them. They are too costly to be passed out indiscriminately.

Particular attention is invited to the reduced prices at which Graflex cameras with lens equipments are now listed.

The new Auto Graflex Junior is also worthy of special notice. It's a perfect instrument and should sell well in these days of small negatives.

Stock up and play the game.

BROWNIE BOOK COMBINED

The Brownies have become so well known as little cousins of the Kodaks, that it now seems superfluous to print a separate Brownie Book, when the Brownies are all listed in the Kodak Summer Booklet.

So, this year, we announce the discontinuance of the Brownie Book. But that the Brownies may have full representation, we have increased the number of pages in the Kodak Summer Book to 40, which allows much more descriptive space for the Brownies than has been given heretofore in this booklet.

The new Summer Book, therefore, will be a combined Kodak and Brownie Booklet. It will be of envelope size, and really more convenient for the dealers, as it will involve the handling of only one book instead of two.

This book will be ready in June and will be supplied, as usual, on order only.

It is the size not the price that sells the

VEST POCKET KODAK

Read Page 15 carefully.

Your livest photographic customers circularized twelve times a year, in your interests, at our expense.

That's what it will soon mean to you if you see to it that every purchaser of an Eastman camera fills out and sends to us the

KODAKERY SUBSCRIPTION BLANK

There's one in the back of each manual. Better have it filled out before the customer leaves the store —then ***mail it yourself.***

HERE IS EFFICIENCY

VEST POCKET KODAK WITH KODAK ANASTIGMAT LENS. BIG PUBLICITY COMING.

Up to the present time there has been no push put behind the Vest Pocket Kodak with Kodak Anastigmat Lens ($13.50) because we have had, until recently, an insufficient supply of the lenses. The lens has proved itself. Customers who have bought the few thousands of the Vest Pockets so equipped are satisfied—more than satisfied. And there can be no better basis for boosting sales than satisfied customers.

The Kodak Anastigmat lens is made solely to meet the requirements of the Vest Pocket Kodak, and it does meet them—efficiently. Ground from the best Jena glass by skilled workmen, under experienced superintendence and subject to the most rigid individual tests, they are right in freedom from astigmatism, in flatness of field and in the microscopic definition which they give. The speed, *f*.8, is extremely high for use in a fixed focus camera—is greater in fact than would be practical with a fixed focus camera of larger size than the Vest Pocket.

There is wonderful value in the Vest Pocket Kodak with this efficient anastigmat at thirteen dollars and a half. There is ample opportunity here to sell Vest Pockets at thirteen dollars and a half instead of seven dollar ones to your customers, with more profit to you and with satisfaction to the purchasers.

The buyers of Vest Pocket Kodaks are largely among people who have larger and more expensive cameras. It isn't the seven dollar price that attracts such people, it's the size of the camera. Half of them would as willingly pay thirteen and a half dollars as seven if they can see the value—and the value is there.

Remember, that up to now, this camera has hardly been known to the public. It was not listed in last year's printed matter and except in the Gift Case, not even in our winter booklet. The new Kodak catalogue lists it as will our smaller booklets and it is also listed in full page advertising in the May standard magazines. But the big boost will come in the full pages in the illustrated weeklies, Saturday Evening Post, Colliers and the like, in which the Vest Pocket Kodak will soon be featured with this lens only. There are a lot of good things to be said about this outfit and we shall say them in big type to millions of people.

Read each issue of the Kodak Trade Circular carefully.

Keep them on file in the binders supplied free.

It is our only means of keeping you posted on many important topics.

Take a KOKAK with You.

Send the proof of happy vacation days to the folks at home.

The little pictures will tell of the interesting things you saw and the fun you had.

Come in and let us explain how simple and inexpensive picture making is now-a-days.

KODAKS, $7.00 to $60.00. **Brownies, $1.00 to $12.00**

RICHARD ROE & COMPANY

Double Column 134A.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XI. No. 2 TORONTO, CANADA June, 1914

Our New Plant.

About a year ago we bought 25 acres of land outside the city limits for the purpose of erecting a new plant. Since that time most careful thought and consideration have been given to details of construction, and now work will be started on the actual erection of the buildings.

Most of our customers have been made familiar with the early years of our business through an article published in the *Canadian Magazine* for June, 1911, reprints of which were sent to all dealers then on our books. Hundreds of dealers have been added to our list since that time, and we think it well to give a review of our Company's history before launching into a description of the plant that we are about to erect.

Fourteen years ago the Canadian Kodak Co., Limited, was organized and started doing business in a few rooms on Colborne Street, in the City of Toronto; but, two years after, expansion of business forced us to move into our own building on King Street West. Again we had to build—beside the original building, and three years ago we erected a third, giving us a plant, at the present time, consisting of three buildings in the City of Toronto. In this plant are employed about five hundred people.

In order to provide room for expansion, we selected a site about one mile from the city limits, in Mount Dennis.

This new plant of ours will be known as KODAK HEIGHTS, and in it will be manufactured Kodaks and other Cameras, Film, Plates, Papers and sundry merchandise for photographic use. The whole industry will be transferred to the new works, which will be occupied in about two years. Of course, the

number of employees will necessarily increase with the expansion of our business.

Seven buildings will be erected at the start, with a floor area of about 480,000 sq. ft., or more than eleven acres. The largest building will measure 460 x 80 feet, five storeys high. All will be of reinforced concrete with metal windows glazed with wire glass. Space and location for additional buildings are provided for in the plans.

Kodak Heights will be a veritable park, as special attention has been paid to landscape effects in laying out the plant. The grounds will be made very attractive with shrubs, trees and flowers.

There will be a complete system for fire protection, consisting of outside hydrants, hose houses and individual sprinkler systems for each building. Fire mains and sprinklers will be supplied by a fire pump with a capacity of 1,000 gallons per minute, installed in the power house and connected with a storage reservoir. Water will be secured from two wells drilled on the property to a depth of over 150 feet. These wells apparently tap an underground stream of considerable volume, for, winter and summer, there has been a steady flow of about 80 gallons per minute from the well that has been in use. A reserve supply of water for fire purposes will be stored 30 ft. above two of the buildings, in tanks with a capacity of 55,000 gallons each. Water for manufacturing purposes will be taken from concrete reservoirs with a capacity of a million gallons.

As the plant is a mile beyond the city limits, drainage and sewerage systems of our own have to be provided, and these will be constructed along the most advanced and scientific lines.

Every stairway in the plant will be enclosed in a stair well, opening into an outside balcony, on the Philadelphia type. In case of fire the employees will be absolutely beyond the fire zone as soon as they reach the stair wells.

The buildings for manufacturing proper, will be located on a plateau, at the foot of which the power house will be erected. From this power plant, heat, light and ventilation for the whole factory will be provided.

The best practice will be followed in constructing the power plant as well as in the manufacturing buildings. A railroad track will extend into the boiler room above the bunkers, so that coal may be dumped from the cars into the bunkers. The fuel will feed to the fires by gravity, and similarly, ashes from the boilers will fall from the stokers into ash conveyers, located immediately underneath them. Plans of the power plant provide accommodation for boilers of 3,000 h.p., with an immediate installation of 1,500 h.p. Electrical energy will be supplied by three steam driven generators, affording a total capacity of 1,000 h.p.

Refrigeration plays a most important part in the manufacture of sensitized material. Perfect refrigerating facilities will be supplied by a battery of three ice machines, having capacity equal to the melting of 500 tons of ice in twenty-four hours.

The chimney of the plant will be 200 ft. high, with a diameter of 9 ft. at the top.

Receiving and shipping rooms will be connected with the railroads by means of a switch from the C.P.R.

An interesting feature of our new plant will be the provision made for the convenience of employees. Rest rooms and dining rooms will be constructed for employees, the latter large enough to serve 500 people with a midday luncheon, at cost, and everything will be done to insure the health and comfort of the workers that can be suggested by careful examination of, and inquiry into, the most modern factories on the continent.

Actual work will have started by the time this Circular is in the hands of our customers, and construction will be pushed as rapidly as it is possible to do.

Every dealer selling Kodak goods ought to feel an interest in our plant that is to be, for it will put us in a better position to serve him, and through him, the thousands and thousands of consumer-customers.

It is remarkable to what an extent the impression has died out that Kodakery was merely a hobby which would soon run its course. There are more and more Kodak goods of every description being manufactured and used to-day than ever before, and there are more merchants handling Kodak goods.

Don't you think that it augurs well for the stability of the business when such an investment of capital is made to supply the demands of Canada, with a population of less than ten million people? We are building for the future as well as for the present. Are you building up your Kodak business for the future?

On another page we illustrate the North line of the plant, which will give some idea of its extent. In later issues we will show illustrations of the work in progress from time to time.

Water for the Kodak Heights plant will be drawn from the Don and filtered to a depth of 12 ft., after which it will flow at the rate of 3,000 gallons per minute, aerated and ozonized, and bubbles 3 inches above the top of a 4-inch pipe. Temperature of the water as it comes from the pipe is 40 degrees.

Finish your work on VELOX because it is made especially for amateur negatives and provides a grade for every kind of negative.

YOUR WINDOWS

Some merchants seem to regard their show window as a sort of sample room in which to exhibit a bit of everything in stock, from the least to the most expensive, things large and small alike.

Because you have a variety of goods to sell, of one sort or another, for photographic use, that's no reason why you must let the eyes of your customers sample them all at once. And because you have several distinct lines of goods in stock, that's no good reason why you should ask the eyes of the public to sample all at one and the same time.

The salesman who tries to confuse you in your buying, gets but a small order, if any at all, and the dealer who confuses his customers by a display of the "miscellaneous" variety, lacking in order and unity, makes comparatively few sales.

Let your window displays present a clear cut message. Let there be a unity of purpose in the message conveyed by every part of the display—all contributing to the one particular end.

Make your displays talk, and talk in straightforward, connected style, then they will sell goods for you.

FOR EXTRA PROFITS

SEED X-RAY PLATES offer you a chance to add considerably to your profits if you will look carefully after the workers in this field. The discount—30 and 5 per cent.—makes them well worth your attention.

ROYAL LANTERN SLIDE PLATES also afford a good opportunity for making extra profits if you let your customers know that you have the goods and can supply them. The discount is 40 and 10 per cent.

PLATE MATTERS

ROYAL PROCESS AND POLYCHROME are new brands that have met with a most favorable reception. The Process Plates are particularly useful for making copies of difficult subjects, where good, snappy negatives are essential. Royal Polychromes are ideal plates for landscape work and general amateur photography. Polychromes "backed," give negatives of the most beautiful quality, full of snap and clean gradation.

The overwhelming majority of amateur photographers use films, but some, particularly those from European countries, are partial to plates. You can make profits out of this partiality if you push the Polychromes among them.

B. & L. AUTO-SHUTTERS

The No. 1A R.R. Type and No. 3 Folding Pocket Kodaks should have been listed in 1914 catalogue with B. & L. Auto Shutter, instead of Kodak Auto Shutter.

Dealers will please take note, so that there may be no misunderstanding when Kodaks with B. & L. Shutters are received.

B. & L. Auto Shutters to fit other Kodaks, except 4A Folding, are no longer being made, hence we are unable to supply them.

Boost the sale of "How to Make Good Pictures." It will boost your profits.

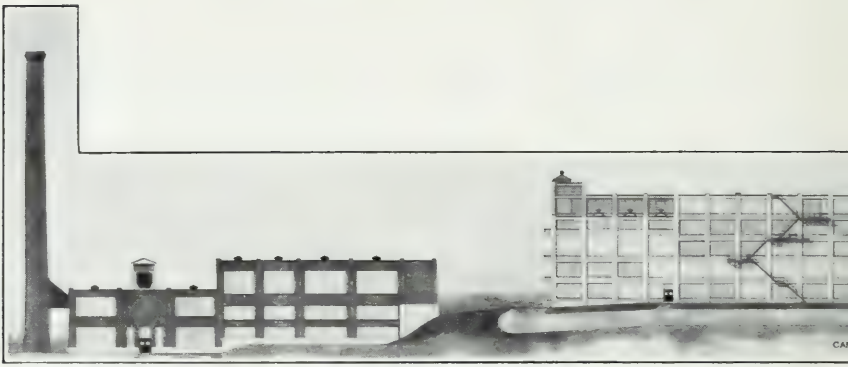
"STOCK UP AND PLAY THE GAME."

Is a revised version of a celebrated refrain that many a merchant could take to heart and act upon, right now, with immediate benefit to his Cash Register receipts.

Don't pay too much attention to the lamentations of the other fellows, for some of them never had any courage anyway, and others are calamity howlers by profession.

Now's the time to show the goods and work your windows to the full. Keep your Kodaks constantly on display and watch results.

All the time try to live up to the fullest meaning of the word that every live merchant likes to hear applied to himself--"Pusher."



THE NEW HOME OF THE CAN

ORDER BLANKS.

We have prepared for our customers Order Blanks in pads of fifty each. We will gladly supply a pad to any dealer who will use the same, and we will continue to keep him supplied.

The object of this new form of order blank is twofold. A great many of our customers have no regular order form of their own, consequently orders come to us in various forms. Some of our customers crowd the items on a sheet of paper which is not sufficiently large to take all the items that they desire to order. Others will crowd items on a postal card. Such orders are oftentimes very hard to read, and there is not sufficient room for the department that opens up this mail to stamp them properly.

It will facilitate matters greatly in our office if those dealers who have not a regular order form system of their own will avail themselves of such a blank as we offer, without charge.

These order blanks are out of the ordinary. They are a large blank and sufficient room is given for dating, name and address of dealer, space for shipping instructions, also space for general instructions, and a sufficient margin left on the blank for our own use when order is received here. These spaces that are left blank are plainly printed that they are not for the dealer's use, and our dealers will oblige us by not using the spaces referred to, as these are for the use of our various correspondents and department heads when it is necessary for such orders to be referred elsewhere before entering.

These pads are ready for distribution, and any dealer who would like one is welcome to it. We would suggest that dealers indicate on next order that they wish one of these pads.

Kodak Portrait Attachments
Kodak Color Screens
Velox Water Colors
Thermometers

Need but little explanation to sell. They all help to better results. Push them hard right now.

DAK CO., LIMITED.—See page 1.

"KODAKERY" SUBSCRIPTIONS.

Evidently all Kodak dealers do not understand our plans for the distribution of Kodakery subscription blanks. Application forms now accompany the manual of every one of our amateur cameras, Kodak, Brownie, Premo and Graflex, so that by filling out and forwarding the blank form to us within thirty days of purchase, the applicant will, in accordance with our offer, receive Kodakery free for one year. On this form we ask each applicant to state kind of camera purchased, date of purchase, and in addition to give the name of the dealer. Our object in asking for this information is to enable the checking of all applications, so that we may know who are entitled to receive Kodakery free for one year, and who are not.

Applications come to us daily indicating the purchase of a certain kind of camera, which we know are on forms that went out from here with an altogether different kind of camera, thus making it impossible for us to check the applications, as we desire to do. Please advise your clerks of the necessity for keeping Kodakery application forms, that are received in manuals accompanying a certain kind of camera, in the manual belonging to that camera, to be ultimately delivered to whosoever purchases that camera. It is only for a short time, while we are using supplementary forms to slip in manuals accompanying the cameras, that this care will need to be exercised. Eventually the application forms will be embodied in the manual.

ON FOLLOW-UP LETTERS

The consumer is not interested in the fact that the dealer wants to sell, yet a large percentage of Follow-Up (?) letters contain little else than a thinly veiled "we want your order."

Mutual profit or pleasure is the only reasonable basis upon which to solicit business. Consider the profit or advantages that will accrue to the prospect upon making a purchase. Set these forth clearly, logically and convincingly and the prospect becomes the customer.

SUMMER HELPS.

Yes, they are nearly ready, and just at the right moment to help start the dollars your way—The Kodak Summer Book, the Premo Summer Book, and a full line of store and window signs.

As stated in the May Trade Circular, the Brownie Book has been discontinued, but the full line of Brownies has been listed in the Summer Book.

The covers of both the new booklets are in full color, and the subjects are decidedly attractive.

The new line of store and window signs we feel sure you will make good use of throughout the Summer.

All these helps are designed to, and will, if you use them, connect our national advertising direct with your store.

Please remember that the store and window display cards are sent to all Kodak dealers. The Summer booklets are sent *only* upon request.

TO AVOID DELAYS.

Frequently we receive orders for Plate Holders, the size of the negative alone being mentioned. To be certain of sending what is wanted, we must know for what camera the holder is wanted, and there is a delay in shipping till we get an answer to our letter of inquiry. Similar delay frequently arises in orders for Plate Holder Slides. Specify for what camera Plate Holder Slides are wanted, so that you may get prompt shipment of the articles you want.

Let the Children have a

BROWNIE

A simple little camera that will train the children to observe—so efficient it pleases big folks, too.

We have all the latest goods from the Kodak factory.

Brownies, $1.00 to $12.00.
Kodaks, $7.00 and up.

RICHARD ROE & CO.

Single Col. Cut. No. 141B.

Advertise "KODAKERY," the magazine that goes free for one year to every purchaser of an Eastman Camera.

Avoid waste of time and material in your Finishing Department, by using

Kodak Tested Chemicals

in preparing your solutions.

In the Summer rush quality of work must be combined with promptest delivery. You can be sure of both only by using the purest chemicals, for poor solutions will quickly mar the best films and papers, causing delay and dissatisfaction to your customer.

Kodak Tested Chemicals are of guaranteed purity and strength; their use will help insure good quality of work.

Put your trust in Kodak Tested Chemicals

DOUBLE UP.

There's a big campaign starting to make the most of the fact that people who buy Vest Pocket Kodaks think more of the size than of the price. You can please your customers by selling them the thirteen-fifty kind with Kodak Anastigmat lens---and double your own profit.

NEVER WITHOUT THE MANUAL.

It is of the utmost importance that every Kodak or Brownie delivered to a customer be accompanied by the proper manual. Without the aid of the manual the beginner is very apt to make mistakes, and his results not being what he has been led to expect he loses interest and *you lose a customer.*

We, more frequently than is comfortable, receive requests for manuals, the writer stating that the camera was sold without one. For the benefit of all concerned, please see to it that the manuals are not taken from the boxes and that no camera goes to a customer unaccompanied by its proper manual.

FILM PACK DEVELOPING HANGERS AND CLIPS—PRICE REDUCTION

Due to a change in manufacturing conditions we are able to announce a substantial reduction on the list price of the Film Pack Developing Hangers and Clips. We are very glad to be able to make this reduction as these hangers and clips are a most practical aid to everyone finishing Premo Film Pack Films.

The Prices

Film Pack Developing Hanger....$1.00
Film Pack Developing Hanger Clips, per dozen ..... .50
Discount to the Trade, 25 per cent.

PLATES AND PACKS 2¼ x 3¼

The Auto Graflex Junior is proving decidedly popular, which

naturally makes a new market for 2¼x3¼ dry plates and film packs.

Please bear in mind that we are now supplying dry plates 2¼x3¼ in the standard brands and also Premo Film Packs in both regular and speed film.

A BAD PRACTICE.

It has been the custom of some dealers to place their private label on the backs of film packs, removing the pack from the carton, and from the protective waxed paper for the purpose.

This is a bad practice and should be discontinued, as the affixing of the label has a tendency to break down the back of the pack and also cause the pack to warp.

If you desire your store label on these goods, place it on the carton, *not* on the pack itself.

The waxed paper is a protection against moisture, and no packs should be carried in stock or delivered to a customer without this protective wrapping.

SPECIFY THE ROUTING.

Our shipping department reports that some dealers are neglecting to specify on their order blanks, the route which shall be used in shipping their orders.

Some dealers have seen fit to specify that small orders, weighing from 20 to 50 pounds, be shipped by freight, and on investigating the freight rates, our shipping department has determined that express would be cheaper on that particular shipment.

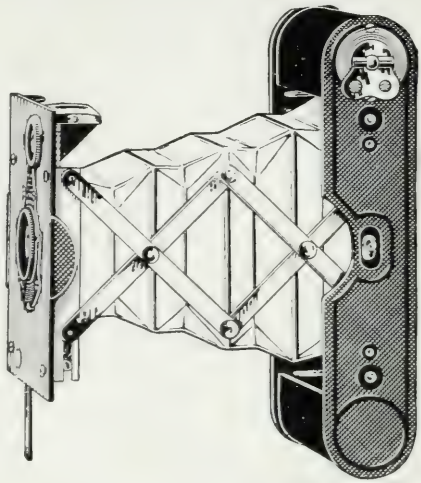
The shipping department uses its best judgment in the routing of orders where a route is not specified, and bases its judgment on the quickest and cheapest way. Some dealers order heavy parcel post shipments when express rates are much cheaper. It is essential for the dealer to investigate the various rates before specifying the route for his order.

In the event that a dealer is at a loss to determine which route would be the cheapest for his order and which route would get the goods to him the quickest, the shipping department is willing to help the dealer, and will use its best judgment in routing the order, if the dealer will write after the words, "Ship via" on the order blank, the one word—"Cheapest."

With this authority from the dealer the shipping department will then go ahead, calculate the quickest and cheapest route and ship the order.

YOUR CUSTOMERS CIRCULARIZED MONTHLY FOR YOU *AT OUR EXPENSE* IF YOU SEE TO IT THAT THEY ARE PUT ON THE "KODAKERY" LIST.

As right as a full jeweled watch.



VEST POCKET KODAK

with Kodak Anastigmat Lens

A vest pocket camera that will really go in the vest pocket comfortably. And not only does the Kodak go in the pocket, but it is self contained, carries within itself the films for eight exposures.

A lens that gives microscopic definition and has speed to spare, a ball bearing shutter that works silently, accurately, without jerk or jar.

In this camera, Kodak simplicity and the utmost convenience are combined with an optical quality that perfectly meets the requirements of those who demand an instrument of the highest type.

Price, $13.50

RICHARD ROE & COMPANY.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XI. No. 3 TORONTO, CANADA July, 1914

THE NEW AUTOGRAPHIC KODAK.

You can now date and title your negatives permanently and almost instantly, at the time you make them.

The new Autographic Kodak, used with an Autographic Film Cartridge, enables one to write on the film, at the time the exposure is made, any notation or record data that may be desired. *You write the title; it does the rest.*

HOW IT WORKS.

The Autographic Kodak has a spring door in the back, which covers a narrow slot through which the titling is done (with a pencil or with the stylus provided for the purpose) on the red paper protecting the film. This slot is so located as to bring the title into the margin between the exposures, but if it is desired to place the title

on the picture itself, a slight turn of the spool key will bring it into that position. If two lines of data are to be written, one can be placed in the margin and the other on the picture, or both may be written on the picture, if so desired. Such titling would appear on the bottom of an upright picture, or at the left-hand end of a horizontal picture.

The Autographic Film Cartridge differs from the regular N.C. Film Cartridge in this respect: A thin red, instead of the familiar red and black (duplex) paper is used. This red paper, in itself, is not fully light-proof, but between it and the film is a thin strip of black displacing tissue. This tissue serves the double purpose of light-proofing the cartridge and of permitting the recording, by light, of writing upon the film. When the data has been written on the red paper and printed (by exposing with the door open to the sky for from two to five seconds) the image is photographically impressed on the film and appears when the film strip is developed. In making the prints the title may readily be shown upon the print itself, the letters appearing in white upon a black background in the margin, or it may be omitted from the print, remaining, however, as a permanent record for reference in the negative.

The process of development of the Autographic Film Cartridge is exactly the same as with the Kodak N. C. Film Cartridge.

Autographic Kodaks may be used with the regular Kodak N. C. Film Cartridges. The other models of Kodaks may be used with Autographic Cartridges, but to get Autographic results, you must use an Autographic Kodak and Autographic Film.

HOW IT IS USEFUL.

On the vacation tour there are likely to be many pictures that you cannot positively identify when the negatives are developed a few weeks later. With the Autographic Kodak you can title every picture when the exposure is made and thus absolutely insure its later identification.

The family Kodak album becomes a more authentic record if the date of each picture that is taken of the children is entered on the negative *at the time*. Everybody who has kept such picture records knows that it is hard to tell what the age of little Johnnie was when such and such a picture was made. The Autographic Kodak keeps this record permanently.

The careful worker in photography makes a memorandum of the stop used, the shutter speed and the light conditions that prevailed when the exposure was made. Such a record is of especial value to the beginner because, by means of such data attached to each negative, he can readily see what his errors have been and how to correct them in the future. Such records, by using abbreviations that the maker will understand, need take up but a very small space, still leaving room for a title to the picture. For instance: "4.25.D." might mean to him, stop No. 4, one twenty-fifth second, dull light; while "8.50.B." would mean stop No. 8, one-fiftieth second, brilliant light.

The amateur takes a picture of a friend, then requests the friend's signature on the picture. The

Autographic Negative.

Autographic Print.

Autographic Kodak provides the means of putting it there—permanently.

By forming the habit of titling all pictures, or by marking the date in figures if no title is desired, you need never make a double exposure or leave a blank film if you use an Autographic Kodak. A peep through the autographic slot will tell you whether or not you have wound off the last exposure.

Photography is used extensively by engineers, contractors, building inspectors, and the like, in showing the progress of important work. It becomes doubly valuable when important dates or data made *at the time* become a part of the indisputable photographic record. With the Autographic Kodak they can be made a permanent part of such record.

The grower of or dealer in fine stock will find the Autographic Kodak of value in the photographing of animals whch he is buying or selling or is interested in, for he can place their names and official registration numbers indelibly upon the negative at the time he inspects and photographs the animals.

Every picture that is worth making is worth a title or a date. It may be an important record, or the name of an acquaintance, the

descripton of some place of historic interest, or in lighter vein, a merely jocose caption, or it may be photographic information that will lead to better photographic results; but in any event, a title and date are worth while. And you can write them quickly and easily with an Autographic Kodak.

To the tourist, to the keeper of the family album, to the careful photographer who wants a record of the conditions under which his pictures were made, to the surveyor, the contractor, the engineer; the Autographic Kodak marks the most important advance that has been made in photography in a score of years.

What the Autographic Means to the Kodak Dealer.

Every slight improvement, every introduction of new sizes or models helps the business to a degree.

But there are epoch making improvements which, in the long run, are far more important. The daylight-loading system, the non-curling film and daylight development were each of them epoch making. They established new standards in photography. Cameras or films that did not provide these features were soon hopelessly behind the times. The autographic feature will, we believe, go as far as did any of these other improvements, in popularizing photography. It makes new uses for the Kodak and adds to its efficiency under all circumstances.

On their introduction there was wide objection to these other radical improvements. The daylight-loading system was severely criticized because, under it, loading the Kodak for a hundred exposures was no longer possible—but, nevertheless, it quickly prevailed; the non-curling film was denounced because it could not be pinned to the door after development. For a time we were obliged to sell two kinds of films—but the old film was off the market in a few months. Daylight development? Of course it wouldn't work! It upset tradition—but it's a safe estimate that 99 per cent. of all films are now developed by the tank, time and temperature system.

The Autographic Kodak is so simple in its use, its advantages are so obvious that it has not met with the avalanche of criticism with which our other great advances were greeted, which means that the autographic feature will the more quickly come to be considered an essential in every hand camera.

It means to every Kodak dealer a widened field, an increased enthusiasm for photography, a new and interesting feature in the staple goods upon which his profits depend—a feature which he can talk about and through which new thousands will become customers for all kinds of photographic goods. The Autographic era is here.

The Price.

No. 3A Autographic Kodak and Autographic Films.

Attention is called to the fact that there is a slight advance in the price of the Autographic Kodak over Kodaks of similar model that are non-autographic, the Autographic Film Cartridges list at the same price as do the regular Kodak N. C. Film Cartridge.

No. 3A Autographic Kodak, R. R. lens, Kodak B. B. Shutter	$22.50
Do., with Kodak Automatic "	27.50
Do., with Cooke Kodak Anastigmat lens, *f*.6.3, and Compound Shutter	50.50
No. 3A Autographic Kodak, *Special,* with Zeiss-Kodak Anastigmat lens, *f*.6.3, and Compound Shutter	63.00
Do., with Cooke Series IIIa, Anastigmat lens, *f*.6.5,	69.50
Do., with B. & L. Zeiss Tessar Series IIb Anastigmat lens, *f*. 6.3.,	74.00
3A Autographic Film Cartridge, 10 exposures	.70
Do., 6 exposures	.40

Regular Discounts Apply.

NEW CUT SHEET.

With this issue of the TRADE CIRCULAR, we are sending a new sheet of cuts, comprising a number of entirely new designs, which will add considerably to your newspaper advertising. The cuts are supplied gratis. Order by number, please.

FRENCH CATALOGUE.

Copies of the 1914 Kodak French Catalogue are now being distributed to dealers in Quebec, and dealers in other Provinces who can make use of French Catalogues may have a supply for the asking.

NEPERA AUXILIARY POWDERS.

As Nepera Capsules are easily broken, we have decided to furnish powders instead, which will be known as Nepera Auxiliary Powders. These powders are packed the same as Capsules were, and will be furnished as follows:

Nepera Auxiliary Powders, for use with Nepera Solution, 12 powders in carton ..... $ .15

Discount to the Trade, 25 .

ANOTHER ACORN.

"Plant the Brownie acorn and the Kodak oak will grow." That was the favorite TRADE CIRCULAR slogan of the advertising department in the days when certain dealers felt we were ruining the Kodak business by introducing a dollar camera—the first of the Brownie line.

The slogan has been sleeping for about a decade now, but the business hasn't.

We didn't fully realize then that the Brownie was not only going to help the Kodak business, but that there was also to be a healthy Brownie family. And the newest Brownie, the baby of the family, the No. 0, urges us to awaken the old slogan and set it to work again: "Plant the Brownie acorn and the Kodak oak will grow."

With its two finders, the attractive shape of the camera itself and of the pictures it makes, with its really good meniscus lens and its reliable automatic shutter, and its capacity for eight exposures, all at one dollar and a quarter, the No. 0 Brownie is going to open up the field of amateur photography to new thousands who have not yet enjoyed its pleasures.

It's easier to make good pictures than poor ones with the 0 Brownie. It's just the simplest little camera that was ever made. Its cost is small, the film cost is small. Start thousands in photography? It ought to start millions—ought to prove the self-starter of the whole business. But even with a self-starter you've got to turn on the current.

We've got the advertising current started now. Plug in and make use of it locally.

RIGHT OVER THE PLATE.

There are Kodak dealers who invariably swing hard on the new good things—who stock the goods and are ready when the public comes a-buying. There are others who seem to be afraid of a fade-away or an in shoot or an out curve and let a regular lollypop of a plate splitter get away from 'em.

The real subject of this article is not baseball, but *f*.8 V.P. Kodaks—the $13.50 kind. A lot of dealers are building up their batting average on these goods. Some, on the other hand, are being retired on called strikes—there are no free passes to first in the business game. You've got to make a hit or go to the bench.

Disposing of Vest Pocket Kodaks at $7.00 each isn't selling them. They could be distributed that way through vending machines. The profit to you just doubles when you *sell* the V. P. K. with Kodak anastigmat lens at $13.50. That means telling the customer *why*. But there is a why, the goods are worth the money, and such a sale, therefore, means that everybody is happy. The sale of these goods is increasing at an astonishing ratio.

People don't buy Vest Pocket Kodaks because they are cheap—but because they are small. If it was cheapness they were looking for they would doubtless pick a Brownie. Most of the V. P. K. buyers have larger cameras, too. They want something for the vest pocket, but they want it good. Simply because you have a clock at home you don't buy a dollar watch to carry in your pocket. Same thing with these full jeweled Kodaks. People will pay the price if they are told what they are.

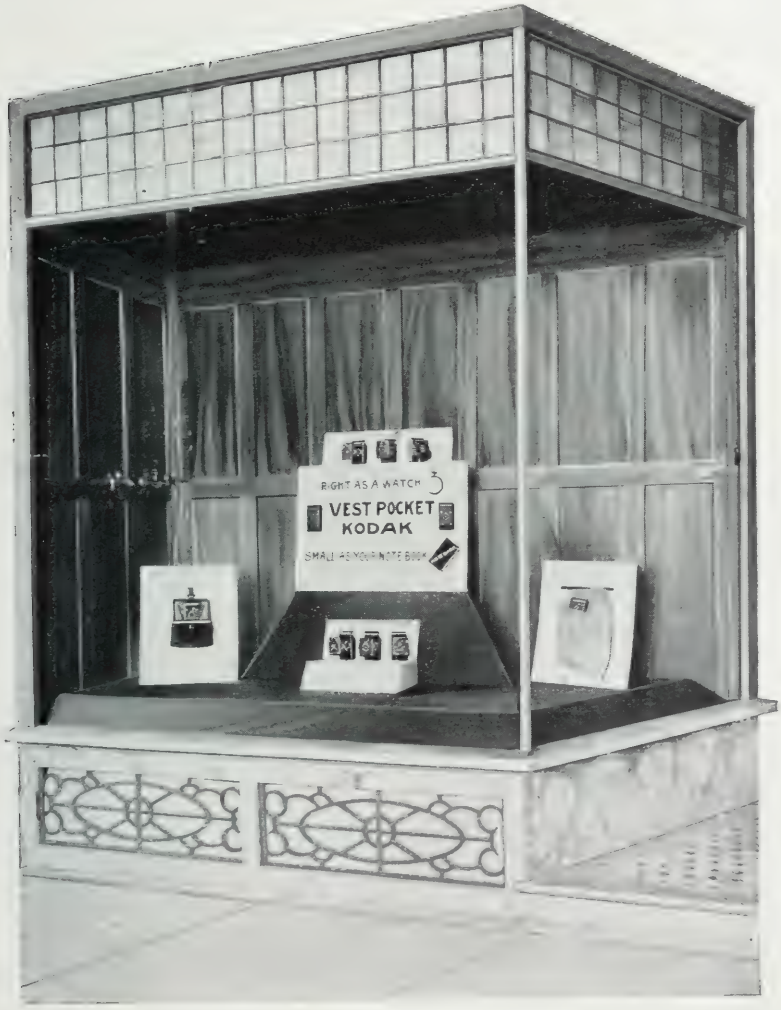
The $13.50 V. P. K. is common sense in a small camera. With its *f*.8 lens it gives everything that can be asked for in definition, the opening is large enough to meet every reasonable demand in the way of speed and is small enough so that it *does not do away with the fixed focus feature*. There is no lens, English, French, German, American or Patagonian that, at the advertised opening *f*.8, has anything on it. It has all those features that we all see so often in print and which so few of us really know anything about—microscopic definition, flatness of field, freedom from astigmatism. Which being reduced means that while giving the high speed *f*.8 it makes mighty sharp negatives from which clear, sharp enlargements can readily be made.

It is being advertised widely. Will continue to be advertised because we believe in it. You can sell it if you stock it and talk it. Don't let this easy one right over the plate get away.

No. 1A CARRYING CASES.

We call your attention to the fact that there is a difference in size between the carrying cases for the regular 1A Folding Pocket Kodak, and for the 1A Folding Pocket Kodak R. R. Type, the case for the former being too short to accommodate the R. R. Type.

Please be particular in specifying for which model the cases are desired.



Suggestion for Vest Pocket Kodak Window Display. It's the size not the price that sells the Vest Pocket Kodak. See page 6.

1915
NEW YEAR CALENDARS.

Above we illustrate our new Calendars, which are now ready, so that orders may be filled without any delay whatever. In this 1915 design we have taken the fullest advantage of our years of experience in making Calendars, and now offer a style which we feel sure will win universal approval.

The 1915 Calendar is on the slip-in plan and may be had in two colors, Gray and Brown. The Brown Calendar is made up of a heavy buff-colored base, to which is attached a tasty flap made of first quality stock of a splendid new color—Hickory Buff, the whole having a linen finish with a neat tinted line design, edges deckled. The Gray Calendar is made up on

the same plan, of the best English Gray stock.

A new and most useful feature of these Calendars is that they are made on the easel-back plan. The Calendars may either be hung up, or stood up by means of this easel.

The calendar pads are specially made to harmonize with the mount proper.

The whole effect is such as to please the most fastidious. They are quality goods both in appearance and in reality.

Just a word as to the field for Calendars. One of the most difficult problems of the holiday season is that of sending remembrances which will be inexpensive, yet worth while. The Calendar solves that problem most satisfactorily, and it will well repay you to feature them in your store and use every means you can to push them. Calendars are peculiarly useful to dealers who do Amateur Finishing, for the clerk who delivers the finished prints can secure many repeat orders, for large numbers, too, by tactfully playing up the Calendar as a souvenir, when prints are being delivered to customers.

Have a few Calendars on display by the shelves or drawers where finished work is kept for delivery, and instruct your clerks to talk them up to all your customers.

As mentioned above, the 1915 Calendars are now ready and orders will not be delayed. Make your selection at once and get the goods in stock, so as to take the fullest advantage of the ever-growing call for these goods.

1915 New Year Calendars.

Gray and Buff colors. Please specify color wanted in your orders, so as to avoid any confusion.

For Horizontal Prints.

No.	For prints.	Size Outside	Price per Hundred
1	$2\frac{1}{4}$x$3\frac{1}{4}$	$5\frac{1}{2}$x7	$ 9.50
2	$2\frac{1}{2}$x$4\frac{1}{4}$	$6\frac{1}{2}$x$7\frac{1}{2}$	10.00
3	$3\frac{1}{4}$x$4\frac{1}{4}$	$6\frac{1}{2}$x8	10.50
4	$3\frac{1}{4}$x$5\frac{1}{2}$	$7\frac{1}{2}$x8	12.00
5	4 x5	$7\frac{1}{2}$x9	12.00

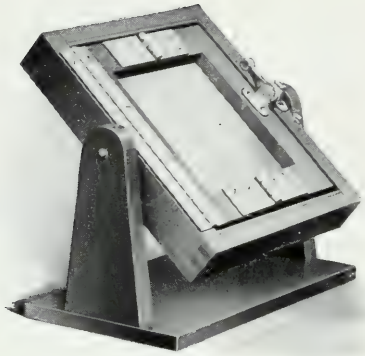
For Vertical Prints.

6	$2\frac{1}{2}$x$4\frac{1}{4}$	$4\frac{3}{4}$x$9\frac{1}{4}$	10.00
7	$3\frac{1}{4}$x$5\frac{1}{2}$	$5\frac{3}{4}$x11	12.00

Put up 25 in a box.

Discount 40 .

Extra Pads, $1.25 per C. Less 25 .



EASTMAN TRANSPARENT BACK SWIVEL PRINTING FRAME.

The Eastman Transparent Back Swivel Printing Frame is a decided improvement over the original Swivel Printing Frame.

Instead of the solid wooden hinged back, the new model has a back of heavy framed glass which allows the operator to see just what he is doing, a decided advantage when printing with border masks, or from a negative that requires "dodging" in the exposure.

The contact side of the back is faced with embossed transparent pads which hold the print firmly in contact with the negative, preventing slipping or displacement of mask.

The new model is also fitted with a lock exceedingly simple to operate and practically automatic in action.

The Eastman Transparent Back Swivel Printing Frame will be found a great convenience for the quick printing of Velox, Artura and similar papers.

In use it is fastened directly in front of the printing light, and the frame may be swung up out of the light for loading.

The Price.

Eastman Transparent Back Swivel Printing Frame, 8 x 8	$6.00
Do., 10 x 10	7.00
Embossed Transparent Pads, per set of four, 8 x 8	.30
Do., 10 x 10	.40

Discount to the trade, 25%.

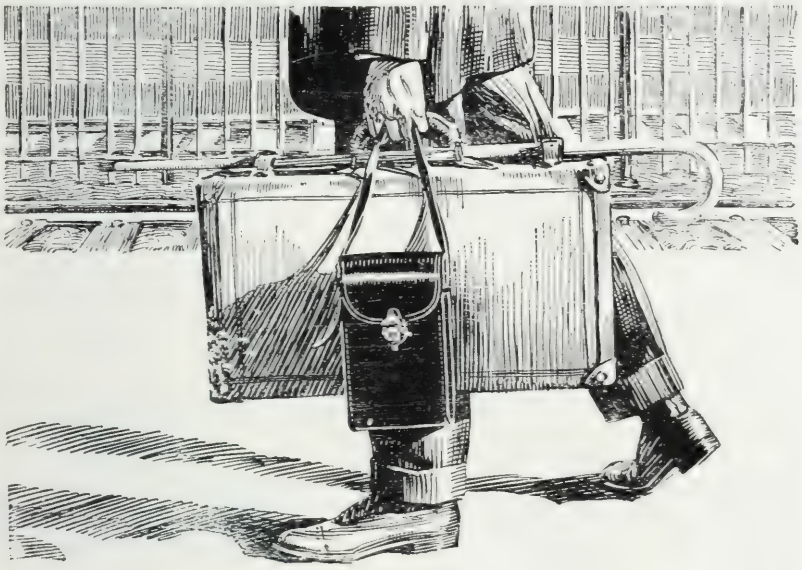
AN "ALWAYS ON THE JOB" SALESMAN.

"Kodakery" is written, edited and illustrated by Kodak enthusiasts—every one connected with its editorial staff is an expert photographer.

The editorial staff has been selected not alone because of expert photographic knowledge, and ability to tell what they know clearly and entertainingly, but in addition because they love amateur picture making for its own sake. And it is this enthusiasm, this love of the work that is and will keep "Kodakery" in the front rank of popular photographic literature. And because "Kodakery" *is* bright, entertaining and instructive its circulation is going to grow and grow and grow.

Every additional reader of "Kodakery" means more business for the Kodak dealer, because it helps over the little difficulties, sustains enthusiasm, and calls attention to the new things from Kodak factory.

See to it that no purchaser of a Kodak, Premo, Brownie or Graflex camera leaves your store without the free subscription blank in the manual being properly filled out, and mailed to us the same day.



Take a Kodak with you.

Your vacation, no matter where or how you go, will be doubly pleasant if you

KODAK

Then too, the little pictures, made so easily, will show the home folks the splendid times you had.

KODAKS, $7.00 to $60.00.
BROWNIES, $1.00 to $12.00.

RICHARD ROE & COMPANY.

Double Column Cut 147-A.
Single Column Cut 147-B.

PRICE STANDARDIZATION.

In Great Britain the necessity for price standardization is fully realized as the following from the "Drapers Record," London, will show:

"It is certainly contrary to public policy that price maintenance agreements should be declared invalid, for they are the expression of a carefully considered plan for checking unfair competition, and protecting traders as a whole against methods of commerce which, if generally adopted, would lead to bankruptcy.

The point the defenders of cut prices so often overlook or ignore is this: That the success of a price-cutting campaign is wholly dependent upon price-maintaining tactics being pursued by the cutter's competitors. Price-cutting spells profit *only when played as a solo;* as a *chorus* it must result in *all-round disaster.* By price-cutting we mean the sale of goods at a price that does not show a rate of profit at which it would be possible to conduct an ordinary business. The usual plan is to cut some well-known line and make it up on articles not open to ready comparison. In our view this is commercially immoral, and the price-maintenance agreement is the weapon forged to slay the evil. It is not in restraint of legitimate trade; it is in restraint of those who attack legitimate trade.

The cutter of price-maintenance line may retort that his policy proves profitable, and cannot therefore be described as a ruinous one. Ruinous, nevertheless, it is. It is ruinous to competitors whose profits depend upon the sale of the particular article chosen for attack. Further, it would be ruinous to the price-cutter if those competitors, casting aside prudent methods, took part in the price-cutting campaign. They could and would succeed in reducing the retail price of everything until profit disappeared. There would be nothing clever in this. It requires some ability to sell goods at a fair profit, but the least intelligent salesman can encourage trade by knocking something off the price."

"Trade," a Detroit journal of commerce, remarks:

"One of the meanest forms of competition to meet is that offered by concerns who advertise cut-prices on standard lines of goods in order to attract customers and convey the impression that all the merchandise which the concern sells is quoted at correspondingly low prices.

Manufacturers will build up a reputation for quality on an article and secure the confidence of the people of a community or of the entire country, only to have some cut-rate institution prey upon this reputation by advertising a cut-price which does not show him a fair margin of profit. He, of course, expects to recoup his loss by securing an additional profit on something else which he carries in stock."

No. 120 N. C. FILM FOR No. 1 KODAK JR.

Please bear in mind that the No. 1 Kodak Junior takes the No. 120 N. C. Film, 6 exposures, being the same film as used in the No. 2 Brownie and that it *will not take* No. 1 F. P. K. Film No. 105.

Take a KODAK with you

Bring back your films to us for developing and printing. Then you'll be assured the best results.

RICHARD ROE & CO., 1001 Tripod Avenue.

Street Car Sign No. 305

MORE CAR SIGNS.

At the top of this page we illustrate a new street car sign which we consider to be one of the best we have ever issued.

The conditions upon which car signs are supplied are given in full in the April TRADE CIRCULAR.

AN ERROR.

Through a typographical error in the Kodak Summer Book the film number for the Vest Pocket Kodak and the Vest Pocket Kodak Special is incorrect.

The number should be 127.

ZELTA DISCONTINUED.

Due to the fact that the demand is now almost altogether for our developing-out and platinum papers, we have discontinued the manufacture of Zelta paper and the same will not hereafter be supplied.

Add Zest to the Children's Vacation with a

BROWNIE

The little pictures will keep bright and fresh their memory of the good times away from home, and then too, a Brownie is easy to operate.

WE CAN OUTFIT YOU WITH A BROWNIE FROM

$1.00 to $12.00

RICHARD ROE & CO.

Single Column Cut 139B.
Double Column Cut 139A.

VELOX FOR AMATEUR FINISHERS.

For the convenience of those doing amateur finishing we will hereafter supply Velox in 500 sheet packages in accordance with the following:

Velox in 500 sheet packages—

	S.W.	D.W.
1⅝ x 2½	$2.80	$3.50
1⅞ x 2¾	2.80	3.50
2¼ x 3¼	2.80	3.50
2½ x 3½	2.80	3.50
2½ x 4¼	3.50	4.35
2¾ x 4½	3.50	4.35
3¼ x 4¼	4.20	5.30
3½ x 4½	4.20	5.30
3¼ x 5½	4.20	5.30
3½ x 5¾	4.20	5.30
4 x 5	5.60	7.00
4¼ x 5¼	5.60	7.00
4¼ x 5½	5.60	7.00
4¼ x 6½	7.85	9.80
5 x 7	9.80	12.35

Other sizes, smaller than 5 x 7, in proportion.

Discount to the trade, 25%.

LET IT WORK FOR *YOU.*

The better results the amateur obtains the more money he is going to spend with you.

Frequently you and your salespeople are too busy to fully explain away the little difficulties that beset the novice, and also he or she is sometimes diffident in seeking aid.

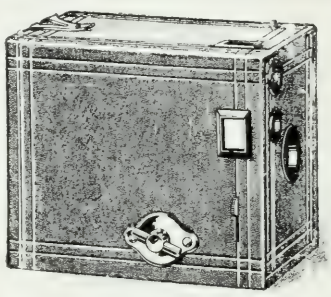
We compiled "How to Make Good Pictures" with a twofold object in view—to help the amateur to the best possible results, and to take part of the burden of imparting information off your busy shoulders.

In the majority of cases "How to Make Good Pictures" will sell on sight because it is big value for the money—it is the best all around instruction book for the amateur ever written.

Display "How to Make Good Pictures" prominently in your store—a window display will help push its sales amazingly.

Show the book to your customers—you will be surprised to find that some of them have never heard of it, and you will be equally surprised to find how easy it is to sell.

Let "How to Make Good Pictures" work for YOU.



No. 0 Brownie

Price, $1.25

The little camera that does big things

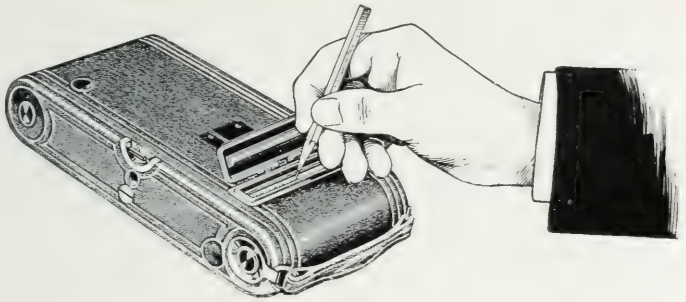
Instantly ready for business without focusing — this little camera is so simple, and easy of operation, that anyone can secure good results.

The No. 0 Brownie uses Kodak Film Cartridges of eight exposures (size of pictures 1⅝ x 2½ inches), loading and unloading in daylight. Has automatic shutter for time and snap shot exposures, tested meniscus lens and two finders. It is neat, strong, attractive.

Let us show you how simple it is.

RICHARD ROE & CO.

Cut No. 216D.



The Autographic Kodaks

YOU can now date and title your negatives, permanently, and almost instantly at the time you make them.

Touch a spring and a little door opens in the back of the Kodak; write with pencil or stylus on the red paper of the Autographic Film Cartridge; expose from 2 to 5 seconds; close door. When your negatives are developed a permanent photographic reproduction of the writing will appear on the intersections between the negatives. When the prints are made you can have this writing appear upon them or not, just as you choose. By turning the winding key slightly and advancing the paper the width of the slot you can have the writing appear on the picture itself if you wish.

Any picture that is worth taking is worth a date or title. The places of interest you visit, the autographs of friends you photograph, interesting facts about the children, their age at the time the picture was made – all these things add to the value of a picture. Contractors, architects and engineers who make photographic records of their work can add greatly to the value of such records by adding notes and dates permanently on the negative. The careful amateur photographer can improve the quality of his work by noting, by means of the Autographic Kodak, the light conditions, stop and exposure for every negative.

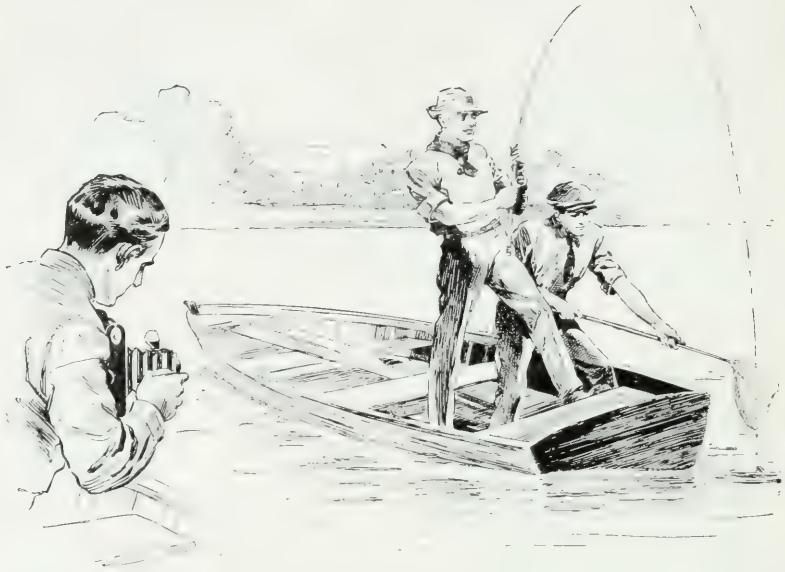
The greatest Photographic advance in twenty years.

No. 3A Autographic Kodak, pictures 3¼ x 5½ in., $22.50

RICHARD ROE & COMPANY.

Cut No. 229C Double Col.

Cut No. 229D Single Col.



Every happy occasion is worth keeping with a

KODAK

The friendly times away from home, the companionship of new friends, every pleasing incident can be preserved for the future in Kodak pictures.

Anybody can Kodak.

KODAKS. BROWNIES.

RICHARD ROE & COMPANY.

Double Column Cut No. 129A. Single Column Cut No. 129B.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XI. No. 4 TORONTO, CANADA August, 1914

CAMERA SALES

Put a good strong push behind your cameras during August, for there are thousands and thousands of people going on vacation during this month who have yet to learn of the enjoyment that a camera adds to the pleasures of vacation.

Make your windows present the idea of vacation pictures with telling force and have your clerks all lined up to talk cameras for vacation to every customer that enters your store. True, all will not buy, but, equally true is it, that enough new cameras will leave your shelves to make the scheme highly profitable to you.

And don't be turned aside from trying out your scheme by the thought that it will antagonize rather than interest. It all depends on the way the talk is made, for you know full well that effective suggestion is a long, long way removed from the insistent pounding or drumming of advice that antagonizes, rather than conciliates and wins over the hesitating prospect. The drum is alright in its place, but the winning suggestions of the orchestra come from the more refined instruments, without which the house would never pay.

It is well worth your while to devote special care and thought to your windows to produce displays that tell the story you want them to tell. Pictures of vacation scenes are easily had and they lend a touch of realism to the suggestion your display offers. Note particularly the suggestions for displays given in this issue.

Another scheme that has been found most fruitful in selling cameras at this season is to use a mailing list of *live* prospects, to each of whom a Kodak Summer Booklet is sent with a letter.

Remember, please, that the important thing is the letter, for it carries your suggestion, which is backed up by the booklet. The letter is what counts, not the booklet, for that merely fills a supplementary part. Get as far away as you

can from that doleful burden of so many sales letters—"We have something to sell. Won't you, please, buy?"

Dwell, rather, on the pleasure that Kodakery affords, especially at vacation time. Suggest to your prospect the advantage and enjoyment of pictures that have their own peculiar charm, and pictures made by himself at that. In many cases a stronger letter is produced by writing it around a picture enclosed, so that the prospect sees in his mind's eye the sort of pictures that he, too, may make.

Even though your mailing list of live prospects may be small, the scheme is well worth trying. The booklets are to be had for the asking and suitable prints are easily got without great expense. Remember, though, that your desire to sell should always be kept in the background. Put to the front the pleasure and profit your customer will derive from his camera.

CALENDARS

1915 *New Year Calendars*, illustrated in our last number, are ready for immediate shipment. Get your order in as soon as you can, for we are making up but a limited quantity of each size.

The little camera that does big things, for the user—

AND THE DEALER

No. 0 BROWNIE.

How many dozen, please?

"IF IT ISN'T AN EASTMAN —IT ISN'T A KODAK"

As a dealer handling Kodak goods, it is to your advantage to print the slogan above indelibly on the mind of every amateur photographer, for in that way only will you be sure of a permanent connection between the goods you have for sale and the mind of the consumer.

Many dealers in their letters and conversation, presumably through thoughtlessness, imply that the name "Kodak" is applicable to other cameras, and in many cases this implication lodges in the minds of customers. Here is an example taken from the "Lost and Found" column of one of the Toronto dailies:

LOST—A ——— KODAK AT JACKson's Point on Wednesday last. Communicate with 123 Shuter St., or Boys' Dominion Camp, Roche's Point. O

Conserve your own interests by making it clear to all your customers that there is but one Kodak, and you will be doing a good deal to avoid the practice of substitution, direct or indirect.

CORRECTION IN CONDENSED PRICE LIST

Copy of our 1914 Condensed Price List has been mailed to all dealers. May we repeat, that this booklet is intended to show all the goods we have and the form in which we have them.

Please note that there is an error on Page 24 in listing the No. 0 Graphic Enlarging Camera at $24.00 instead of $28.00.

SPECIALIZE ON

Vest Pocket Kodaks

AT $13.50

TO MAKE THE SALE

The merchant who makes the sale is he who has the goods in stock. That's a pretty sure thing in retail trade generally and it's a dead certainty in the photographic business.

Trying to sell from catalogue has spoilt a countless number of worthwhile sales to people who had the money to hand over for the goods which the dealer did not have—he lost the sale. And many a good sale that was to be, never is realized because the desire for the goods was repressed and killed by the dealer's inability to show the goods.

Trying to sell from catalogue proves mighty expensive, too, in that time must be spent in talking and poring over an illustration, to give an explanation that is at best but inadequate. It stands to reason that goods can speak better for themselves than can an illustration, and realism is added to your sales talk by having the goods before you. You demonstrate, and not merely talk, and the sale is made all the more quickly because your prospect sees and realizes what he is getting without drawing on his imagination.

It is unwise to be reckless in buying over and beyond your requirements, but under-buying is dangerous, too, for then you practice the "Penny wise, pound foolish" policy, which hampers and undermines your business.

Keep your stock up at all times, of cameras, papers, films, chemicals and sundries, remembering that every sale you put off on account of not having the goods is as bad as a sale lost, and it's a poor advertisement for you to be known as the man who is always out of stock.

THE SALESMAN WHO PLEASES

Customers, incredible as it may seem, are human beings, and have preferences—even though sometimes trivial—seeming. But these apparently small prejudices determine whether the buyer sticks to the store or not. As the "Michigan Tradesman" (Grand Rapids) puts it:

"I like to be served by the sort of a clerk who is willing to meet me on common ground—neither too indifferent nor too insistent, a clerk who can sometimes get on the other side of the counter and put himself in my place.

"I like the kind of clerks who do not stare.

"The store which has sickly, unhappy and tired clerks does not attract my trade.

"I like a clerk who knows where articles are located.

"I like a clerk who never attempts to substitute some brand or article for the brand or thing for which I ask."

A clerk who is large enough to fill that order almost invariably possesses the qualifications for something better.

Push:

Velox Water Color Stamps.

Kodak Magnesium Holders.

Kodak Negative Albums.

Kodak Portrait Attachments.

$300,000
FOR
AUTOGRAPHIC PATENTS

Of the many newspaper articles, sensational and otherwise, concerning our payment of $300,000 to Henry J. Gaisman for the autographic patents on both cameras and films none have covered the matter more correctly than the following paragraph from the *New York Evening Sun*:

"The Eastman Company has really paid me a good deal more than $300,000," said Mr. Gaisman, at his home, 45 West Ninety-fourth Street. "That is the amount of the final settlement. I was to have taken a royalty, but I got to thinking of the bother it would make for me and for the company and, maybe, for my family when I am gone. So I told Mr. Eastman I would take a cash payment. 'Very well,' he said, 'I'll give you $300,000.' A lawyer came in and we fixed it up.

"All my dealings with the company have been as simple as that."

With such a payment for the patents and with the increased cost of manufacturing the goods themselves it is but natural that there should be also an increase in the price of the goods to which the patents are to apply. It is now estimated that the increased cost of the films alone will amount to $100,000 per year. Nevertheless, we are making no advance in the films themselves and only a slight advance in the prices of the cameras to which the autographic feature is applied.

To make a practical working success of everything that pertains to the genuine advancement of photography has always been a Kodak policy. This autographic feature will, we believe, be more far reaching in its effect than anything that has been introduced in photography in twenty years. It will assist in the keeping of valuable data, will increase the pleasure in every picture and help the careful photographer to better results.

The advertising will begin soon.

(*Reprinted from Eastman Kodak Co.'s Trade Circular for August.*)

YOUR ORDERS

Here is August, when everything photographic is in greatest demand. How about your stock?

Those dealers who delay ordering till the last minute will be running chances of delay, for our Shipping Room will be under the heaviest pressure then and it is sometimes impossible to ship all orders by return. Remember, too, that goods for which you have a call but have not in stock will probably never be sold by you to that customer for the amateur is pre-eminent in wanting what he wants when he wants it, and especially so in August.

Goods for holiday and week end trade should be ordered early in the week if you would be certain of having the goods in good time. Thursday and Friday usually bring an avalanche of orders, every solitary one to be shipped that day sure. Sometimes a cog slips and somebody is disappointed. The remedy is in your own hands, order well ahead at all times, but particularly during the holiday season.

"How to Make Good Pictures,"

is worthy of your constant attention.

THE RIGHT WAY

Considerable attention has been given in this TRADE CIRCULAR to the subject of prices for amateur finishing. We have consistently urged Kodak dealers doing this work to specialize on work of the highest quality, for which they can readily get good prices.

It is but natural that this policy should be the most profitable to the dealer, for anyone may compete with him in point of price, but from the point of quality he may always take a higher stand than his competitors.

Amateur photographers appreciate work of high quality and quickly discriminate in favor of the finisher who does such work, as against the other fellow, whose sole bid for business is that he will do the work for next to nothing.

Below is a quotation from a letter received by us from a Kodak dealer, whose position must certainly have tempted him to take part in the cut-price competition inaugurated by the other dealers in his town. Notice, however, that he appreciates the appeal quality of work makes to the amateur, and is conducting his finishing department on a basis of quality rather than cut prices:

"There are no less than four other dealers handling different lines in town: Two ....., one....., and ..... One dealer is cutting prices on developing to 5c. a roll, and prints, 20c. and 30c. a dozen, but his work is not good, so guess we will let him go. Our work is so much better than his that we will let him have what cheap work he can get. He may keep on spoiling their rolls for them. We have sent rolls to all the new fellows to be developed and printed, just to see what they are doing, and so far all their work is very bad. We think they are doing us a special favor and emphasizing the quality of our work. Since they have started we have increased our advertising to three times any former amount, and are determined to hold first place for ourselves and Kodaks.

We would like to have Cuts Nos. 254A, 227A, 351G."

FOR YOU

Dealers will please bear in mind that we are willing to supply them with ammunition for use in their part of the general Kodak campaign. This ammunition is in the form of abridged catalogues of the Kodak, Brownie and Premo lines. Your name and address will be imprinted on the booklets, and they will be sent to you, in reasonable quantities, free of charge, if only you will undertake to make proper use of them.

These booklets are just right size for use with a mailing list of live prospects, small though it may be, for they fit the ordinary business envelope.

It is certain that the dealer who gets the most profit from his photographic department is he who works with us in carrying the message of Kodakery to the largest number of people in his locality. We cheerfully undertake the heavy work in the magazines, and other mediums of wide circulation. Will you do your share at this the most favorable time of all? How many booklets for you, please?

RINGING THE BELL

A BUSINESS DRAMA IN ONE ACT AND TWO SCENES.

Place—Any Kodak Dealer's Store.

Time—Now.

Characters—

Young Lady Customer.
Well Informed Salesman.

Young Lady Customer—"Good morning. I came in to see if you could afford me a little advice."

Well Informed Salesman—"It will be a pleasure I assure you."

Y. L. C.—(Producing Kodak) "My brother sent me this Kodak as a birthday present and I don't seem to be able to judge the exposures correctly."

W. I. S.—"Let me see it a moment—Oh yes, this is a No. 3A Kodak, fitted with the Kodak Ball Bearing Shutter, a very good instrument, and one of our best sellers."

"So you are experiencing a little difficulty in judging exposures?"

"Well, we have a most excellent remedy for that." (Opens show case, and takes out a style A. A. Kodak Autotime Scale.) "Here is a simple little device that I can attach to the shutter on your Kodak in a few moments, that will automatically tell you just what exposure to give for any out of doors picture." (Explains use of scale.)

Y. L. C.—"Why, that's just splendid! Everybody told me that there was no royal road to correct exposures, and that I would just have to experiment and experiment, and I want to make some good pictures right off, as I am going on a trip next week." "I'm afraid it costs a lot of money though, doesn't it?"

W. I. S.—Yes, a whole one dollar."

Y. L. C.—(In relieved tone) "Oh, is that all. Please put one on my Kodak right away."

(W. I. S. quickly attaches scale to shutter, and places Kodak on counter.)

W. I. S.—"You really ought to have a carrying case to protect your Kodak on your trip." (Reaches up on shelf and produces case.)

Y. L. C.—"Why that's so! let me have the case, and about four rolls of film—yes, ten exposure."

W. I. S.—"That will be five eighty." "Thank you." (Cash register bell tingles joyfully.) "Your change please, shall we send the Kodak home for you?"

Y. L. C.—"No thank you. I feel so much encouraged that I am going right out and make some more exposures."

W. I. S.—"I'm sure you'll have success. Bring in your exposures and let us develop them for you, so I can see how you are getting along. Good morning."

SCENE TWO—*Next afternoon.*

(Enter Young Lady Customer.)

Y. L. C.—"Well, here's my first exposed roll. I *do* hope they are good."

W. I. S.—"I am sure they will turn out fine." (Calls boy.) "Jimmie, please take this roll back to Fred in the dark-room and ask him to put it through the tank right away, as the customer is going away and wants to know how she has succeeded."

Boy—"Yes sir."

W. I. S.—"I am going to have that roll developed right away so you can see the wet negatives in about an hour."

Y. L. C.—"Thank you so much. I'll be back in an hour."

An hour later.

(Enter Y. L. C.)

W. I. S.—"Just a moment please, and I'll have your film for you." (Phones to dark-room—boy comes in with film.) "Now let's see"—"Well those are just fine."

Y. L. C.—"Do let me see"—"Why *all* of them are good, isn't that just wonderful! I'm so much encouraged." "Now I'm going to take loads of pictures on my trip."

W. I. S.—"The Kodak Autotime Scale isn't the only real good thing in stock, so perhaps we can find some other things to help make your trip a picture success."

(W. I. S. shows and explains Kodak Film Tank, Portrait Attachment, Metal Tripod, Color Screen, Film Negative Albums, Velox Post Cards, and finally has one end of the counter stacked with things from the Kodak factories.)

Y. L. C.—"You don't know how much I appreciate your assistance. Guess you'll *have* to send all this up to the house for me." (Hands over several yellow backs.) "Good day."

W. I. S.—"Thank you very much. I wish you the best of success. Good day."

(Turns to cash register)—"Guess that will hold you for a little while." (Cash register answers with joyful jingle.)

W. I. S.—(To himself.) "That Autotime Scale is the great little starter to friends for the house."

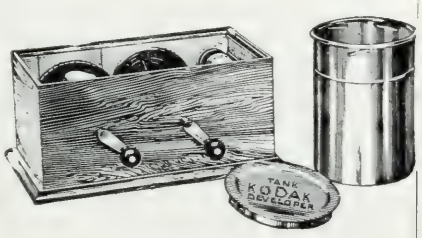
NOTE. No producing rights reserved. All dealers permitted to stage for indefinite run.

At Your Service—

KODAKERY.

FOR MUTUAL CONVENIENCE

Our offer to supply dealers with order blanks, made in the June number, still holds good. Orders written on these blanks are found to be more free from errors and are more readily intelligible. For the sake of mutual convenience and speedy shipments, please use these.



Develop your films on the spot.

A KODAK FILM TANK

in your vacation kit will show your results immediately.

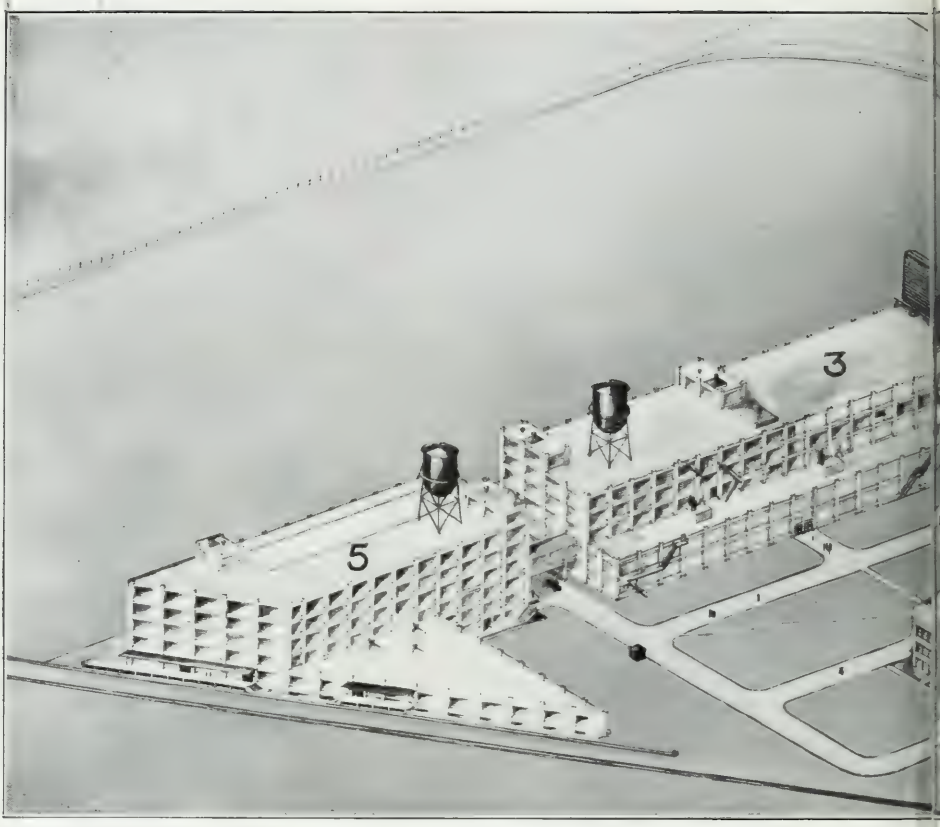
Easy to operate and always reliable—then too there's the fun of developing all-by-daylight.

The Experience is in the Tank.

PRICES, $2.50 to $7.50.

RICHARD ROE & CO.

Single Column Cut 254-B.
Double Column Cut 254-A.



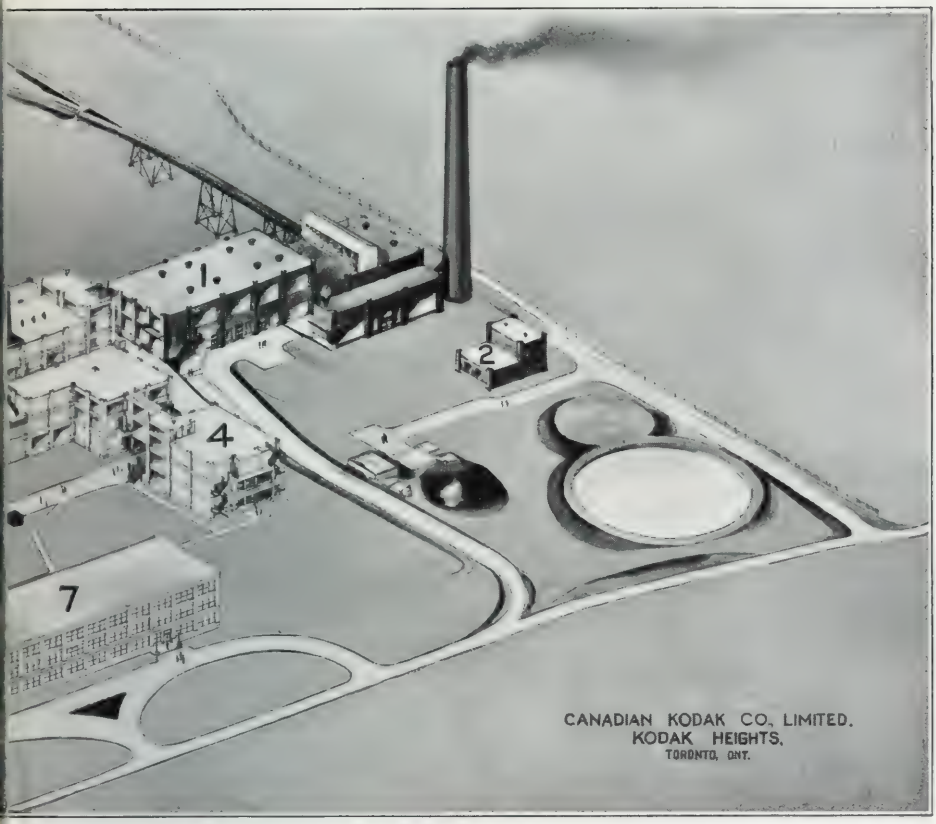
KODAK HEIGHTS

The illustration above is from a drawing of our new plant, mention of which was made in a former number.

The illustration shows the layout of the buildings which are now in process of erection, and a good idea is given of the extent of the property, which consists of twenty-five acres.

Kodak Heights has a frontage of about twelve hundred feet along the Canadian Pacific Railway, from which a siding is run to the shipping room, which will occupy the lower floor of building No. 5 in the illustration. Another switch runs to the rear of the plant around to the Power House, for the purpose of carrying fuel to the Power Plant.

Building No. 1 shows the Power Plant, comprising boiler room and engine room, with cold storage and electrical departments. Refrigeration will be provided equal to the melting of five hundred tons of ice in twenty-four hours, and power will be supplied by generators hav-



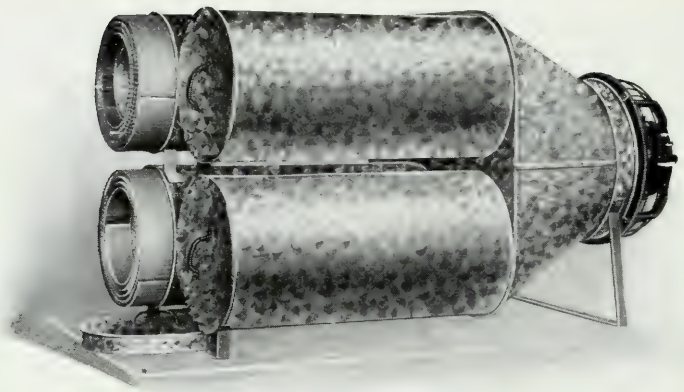
ing a total capacity of one thousand horse power. The smokestack will have a height of two hundred feet, with a diameter at top, inside, of nine feet, at bottom, inside, eighteen feet. This will rest on a concrete foundation nineteen feet square, with a thickness of five feet, itself supported on a number of concrete piles.

Buildings Nos. 2, 3, 4 and 5 will be used for the general manufacture of sensitized goods, Kodaks, Premos and Brownie Cameras, and our other extensive lines, with which the general public are so familiar.

The largest building, numbered 3, is 460 ft. long by 80 ft. wide, five storeys high.

In building No. 7, immediately in the foreground, will be located the general offices of the Company, with also such departments as Advertising, Testing, Dining Rooms, Rest Rooms, etc., for employees. This building will be 200 ft. long, 60 ft. wide, three storeys and basement.

Work is progressing rapidly on our new plant, and next month we will reproduce photographs showing different portions of the work in progress.



MAJESTIC PRINT DRYER No. 4

The Majestic Print Dryer No. 4 possesses many points of superiority over print dryers heretofore introduced.

It will dry single or double weight prints *absolutely flat without curl* in from fifteen to thirty minutes.

Its operation hereafter explained will clearly demonstrate its economy in both time and maintenance.

The dryer has a capacity of four rolls. If less than four rolls are used, the unused holes in the dryer are closed by lids as shown in the illustration.

Each drying roll consists of a sheet of corrugated board, a muslin faced blotter, another sheet of corrugated board, and a hollow metal core.

The wet prints are placed face down on the muslin faced blotter, covered with the plain blotter, rolled between the sheets of corrugated board around the core, and placed in the holes in the dryer. Heat from a small gas plate (not supplied) placed about fifteen inches below the fan is forced through the dryer by the action of the fan.

The corrugations of the board coming next to the blotters on either side permit the heated air to come in direct contact with the entire surface of the blotters while the metal core, being closed at one end, prevents any heat being lost through the centre of the roll.

Each hole will dry all the prints than can be placed on the blotter, twenty-four inches wide and ten feet long.

The Majestic Print Dryer has been thoroughly tested, and we can heartily recommend it to the trade as first class in every respect.

THE PRICE.

No. 4 Majestic Print Dryer with electric fan (either direct or alternating current) and four drying rolls complete, - - - - - -	$50.00
Extra Blotter Rolls, each, -	2.00

Discount to the trade, 25%.

Ready About September First.

IT'S THE SIZE, NOT THE PRICE THAT SELLS THE VEST POCKET KODAK.

TELL THE DENTISTS

A very lively interest is being taken by the dental profession in the X-ray for the locating of diseased conditions such as the exact location of broken roots, and in diagnosing the nature of serious diseases of the teeth and gums. For this work the Eastman Dental X-Ray Films best serve the purpose, as they are made in four different sizes to meet every contingency for this class of work, and the two smaller sizes, for placing in the mouth, have rounded corners to prevent cutting the lips or gums, and are enclosed in light-proof and water-proof material. Two films are in each packet, and these are exposed together, so that both the Dentist and Roentgenologist may have a record.

The emulsion of the Nos. 1 and 2 sizes is purposely rather slow, as experience has proven that the best results in detail and contrast are obtained with the slow emulsion,—a longer exposure and a soft tube. The emulsion used in Nos. 3 and 4 is very fast, the same as that used in the well-known Seed X-Ray Plates, for body exposures.

A very profitable business can be built up with the dental surgeons in your city if you but let them know that you carry these goods in stock.

EASTMAN DENTAL X-RAY FILMS

THE PRICE:

No. 1, 1¼ x 1⅝ inches, per dozen pairs,	$0.65
No. 2, 2¼ x 3 inches, per dozen pairs,	2.30
No. 3, 4 x 6 inches, per half-dozen pairs,	1.60
No. 4, 8 x 10 inches, per half-dozen pairs,	4.50

Discount to the trade, 25%.

THE MAN WITH A WART ON HIS NOSE

What sells goods?

The only thing that ever sold anything to anybody was the idea impressed upon the mind of the purchaser that he would benefit by the transaction.

Now there is no profitable means by which you can tell *everybody* you wish to reach, of the advantages of the goods you have to sell. There are, however, a number of media that can be employed, profitably, to tell a majority of the buying public of such facts. In every live community some one or two of the papers reach this majority, and that you are a regular user of advertising space in their columns is, or should be, a foregone conclusion. But advertising space is too expensive to always tell your story fully, and often the transient with money to spend is not a reader of the local papers.

You could station a bally-hoo man at your door, a la side show, to cry the virtues of your wares, but the chances are he would be arrested for disturbing the peace.

The best connecting link between your goods and the buying public, next to newspaper advertising, and if skillfully used, on a par with it, is your display windows.

Display windows can be used or they can be abused, they can attract or they can repel.

The thing is to *get the people into your store*—and that is the hardest thing to accomplish, isn't it?

Your display windows must, to earn their proportion of the rental, and this proportion is a high one, not only attract the attention of the passersby but create a desire for what you have to sell.

A simple display introducing the Kodak Juniors.

See page 14

A simply arranged display window that will help sell Kodaks.

See page 14

A window display without a thought behind it, or a selling argument, is neutral, and the neutral does not attract.

Let us, for the sake of argument, present an exaggerated case.

A man has a wart on his nose—on the end of it. Said wart is inoffensive and peaceably inclined, yet the man desires heartily to be rid of it. He passes a drug store window filled with a miscellaneous display of remedies, toilet goods and the like—he *passes.*

In the next block he approaches another drug store with a simply arranged window, and in it he sees a placard which tells of a preparation that will remove warts without pain and without leaving a blemish —he *stops.*

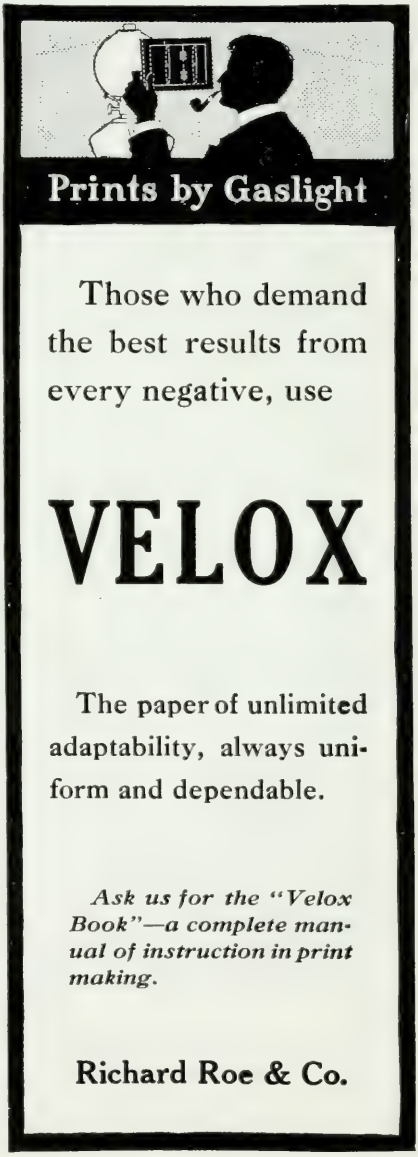
He *stops* because the window tells him of something for which he feels a need. He enters the store, and a sale is made because the window display contained a *selling argument.*

A miscellaneous assortment of Kodaks, tripods, albums, trays and the like may be arranged in a harmonious assemblage, and it tells the passer-by who understands photography that the store carries photographic supplies—and that is about all. Such a display *has no message for the uninitiated.*

Ideas for window displays that will help to sell the goods do not always come readily to mind but they can be thought out.

We want to help every Kodak dealer in making his display windows earn their full quota, and we are going to devote a good bit of our time to the planning and arranging of simple window displays that will help sell the goods.

On pages 12 and 13 we illustrate such displays that can be put in by any dealer, and we hope to provide one or more equally good or better displays each month hereafter.


Prints by Gaslight
Those who demand the best results from every negative, use
VELOX
The paper of unlimited adaptability, always uniform and dependable.
Ask us for the "Velox Book"—a complete manual of instruction in print making.
Richard Roe & Co.

Four inch Single Col. Cut 334-B.
Five inch Single Col. Cut 335-B.

When the circus comes to town:

KODAK

on the street, at the grounds on all sides of the tent, even in the tent—there are pictures for your Kodak.

Be ready for the Big Show. It offers endless opportunities.

KODAKS and BROWNIES, $1.00 and up.

RICHARD ROE & COMPANY.

Single Column Cut No. 1A. Double Column Cut No. 1B.

Let KODAK tell your vacation story

Every interesting incident—all the happy times—can be lived over and over again in Kodak pictures—then too, there is the fun in Kodaking.

Let us show you how simple and inexpensive photography is the Kodak way.

KODAKS, $7.00 to $60.00. BROWNIES, $1.00 to $12.00.

RICHARD ROE & COMPANY.

Double Column Cut 130A. Single Column Cut 130B.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XI. No. 5 TORONTO, CANADA September, 1914

THE SITUATION

There is no present cause for alarm as to the effect of European conditions on the retail photographic business of this country.

There is more danger to-day from over ordering sensitized stock on the part of consumers and dealers than from a scarcity of raw materials. The photographer who now puts on his shelves the sensitized materials for a year ahead in anticipation of a shortage will be likely to find himself later on the possessor of a lot of deteriorated goods. Even if at that time there is a serious shortage of raw stock, he may find to his loss that the goods he has piled up have become useless and he will therefore not only not be any better supplied than his neighbor, but will have, as well, lost his investment in the deteriorated goods

PAPERS.

We always carry heavy stocks of raw paper and have on hand a supply that will last us for a year under normal conditions.

The Eastman Kodak Co. now have a paper mill of their own, built exclusively for the manufacture of photographic raw stock, the most perfectly equipped mill for the purpose in the world. Prior to the outbreak of the war they were proceeding leisurely with their preparations for manufacturing their own paper raw stock. Naturally, this work has since been given special attention and if the war is long drawn out, will, no doubt, be able to save the situation for our customers.

GLASS.

We have a year's supply of glass on hand. Furthermore, glass makers in the U. S. can and have supplied glass of proper quality, but heretofore have not been able to quite compete in price with the foreign makers. At a slight increase in price, glass suitable for plates can unquestionably be obtained from these U. S. factories if necessary.

GELATINE.

We have a liberal supply of gelatine on hand. For about two years the Eastman Kodak Co. have

made part of their own gelatine. Just before the war broke out they began the work of doubling the capacity of their gelatine plant. It is obvious, then, that we shall be able to very largely supplement our supply of gelatine from their factory.

DEVELOPERS.

The principal trouble in the developer market is panic. Many dealers and photographers are over stocked and won't admit it. In the last three weeks we sold double the usual amounts of Elon, Hydrochinon and Pyro, in spite of the fact that, realizing the purely speculative demand and desiring to conserve our chemicals for the legitimate consumer demand, we so cut down the orders that we shipped only about 25% of what we had orders for.

We have a supply of Elon in stock and there are quantities of Hydrochinon in the U. S. and moreover it is being manufactured there. We have a large stock of Pyro and the Eastman Kodak Co. are now operating their own Pyro factory.

Our decision to accept orders for developers for present needs only, and subject to market conditions as to price, was made not entirely because of a shortage but because of the panicky conditions. There has been a legitimate rise in the price of some chemicals, but some of the absurd prices quoted have been made only because of panic and speculation.

BUSINESS.

The demand for photographic materials is good. The visible supply of raw materials may outlast the war and if it does not, satisfactory substitutes are very sure to be found. Our faith in our own ability to continue to supply products of Kodak quality is such that we are making no let-up in our aggressive advertising and selling.

The consumer of and dealer in photographic products has no real cause for alarm.

PUSH 'EM.

The Velox Transparent Water Color Stamps and Outfits will practically sell themselves at this season of the year if you will but call the attention of your customers to them.

Most of the vacationists have returned, with pictures galore, and it will require but little effort on your part to demonstrate the enhanced value of the colored print and particularly when the coloring can be so easily and satisfactorily accomplished.

Push Velox Transparent Water Color Stamps and Outfits.

CORRECTIONS.

Please note that owing to typographical errors, the following corrections are necessary in the new Condensed Price List:

On page 70, Pocket Kodak Film is numbered "128," which should be "No. 102."

On page 71, Kodak Film for Ensignette Camera No. 1 is numbered "129." The correct number is "128," the No. 129 being the number for the film supplied for Ensignette Camera No. 2.

Prices extended on page 86 for Orange and Ruby Glass are net, as is indicated. The fact that discount on Orange and Ruby Glass is extended in the discount sheet is due to an oversight.

OLD STYLE FILMS IN 3A AUTOGRAPHIC KODAKS

We have had letters from several dealers to the effect that old style films cannot be used in the 3A Autographic Kodaks. We particularly call attention to the following paragraph which appears on a foot note in the direction sheets accompanying the 3A Autographics:

> The autograph slot is at the exact point on the camera back occupied by the red window on the old style camera backs. Old style film may therefore be used in the Autographic Kodak by locating the number in the slot instead of through red window. Open the door but slightly and *be sure to protect paper from direct sunlight.*

Even this necessity is very temporary, as beginning soon all of the old style 3A Films will have two rows of numbers on the paper, so that the film can be used equally well in the old style Kodaks and in the Autographics without resorting to the expedient of using the Autograph opening in the latter as a guide for locating the numbers.

Now that strong publicity is about to begin on the Autographic Kodaks and the Autographic Backs are to be supplied for old style 3A Kodaks we anticipate that the demand will soon shift to autographic films, and as such films can be used without the slightest inconvenience in either the old or the new style 3A Kodaks the demand will undoubtedly shift to the autographic film—a probable condition that every dealer should look to in making up his orders.

The location of the red window in the No. 1A (R. R. Type) and No. 3 F. P. Kodaks is such that no changes in the numbers is necessary and the interchangeability of old and new style films in old and new style cameras is absolute. But of course you must have Autographic film in Autographic Kodaks to get autographic results.

3A FOLDING POCKET KODAK—KODAK ANASTIGMAT LENS *f*.8.

The Kodak Anastigmat lens *f*.8, has afforded such universal satisfaction on the Vest Pocket Kodak that we have decided to still further extend its usefulness by equipping the 3A Folding Pocket Kodak with this type of lens.

The working aperture of *f*.8, is ample for all ordinary requirements and this combined with microscopic definition and flatness of field makes the Kodak Anastigmat lens remarkable value for the money. The Kodak Anastigmat lens *f*.8, is fully corrected and made of first quality Jena glass, and it will be fitted to either the Kodak Ball Bearing shutter or the Kodak Automatic shutter. There has been a big demand for the popular 3A equipped with a medium priced anastigmat, and this new equipment will meet with a hearty welcome.

The demand for this new outfit is going to be heavy, so get your order in early. We are going to advertise and push it with vigor and will do our part in getting them into your customers' hands.

THE PRICE.

3A F. P. Kodak with Kodak Anastigmat lens *f*.8; Ball Bearing Shutter, ...	$25.00
Do., with Kodak Automatic Shutter, ...	30.00

Discount to the trade, 32%.

MORE AUTOGRAPHICS.

Here is a big business stimulant.

In the short time that the Autographic Kodak has been on the market it has aroused a tremendous interest and from all points have come the queries: When can we have Autographic Kodaks in others of the popular sizes?

When can we have an Autographic Back to fit the Kodak we already possess?

The No. 3A size was the logical one with which to introduce the Autographic feature, and while we were more than eager to introduce other sizes, it has taken time to make the tools for producing them.

We now have ready for distribution Autographic Kodaks in the No. 1A and No. 3 Folding Pocket styles, and will supply Autographic Backs for all models, both Regular and Special, of the No. 3 and No. 3A Folding Pocket Kodaks, and for the No. 1A R. R. type and No. 1A Special. Description and price given in detail at the close of this announcement.

Every amateur is interested in the Autographic feature, it is valuable from such a variety of standpoints. The introduction of the new sizes and the supplying of the Autographic Backs cannot help but greatly stimulate business, and the sale of the Kodak or the Back does not end the transaction. Every user of the Autographic Kodak will insist on Autographic film. Thousands not Kodak enthusiasts will join the ranks—it means more business—more profit for every Kodak dealer.

Relative to the sale of the Autographic Backs to be fitted to the regular Kodaks we wish to call your attention to the following: Models of No. 3 and 3A Folding Pocket Kodaks back of certain serial numbers (given below) had the bellows frame attached with screws instead of lugs as at the present time. In such cases to prevent the screw holes from interfering with the Autographic record it will be necessary to fit small platens over the bellows form. These platens can be adjusted in an instant and should be supplied with the Autographic Back. These metal platens will be black enameled and supplied to the dealer in packages of one-half dozen. In the case of the No. 3 Folding Pocket Kodak all models with serial number under 57,240 and No. 3A Folding Pocket Kodaks with serial numbers under 126,900 will require such platens.

In the later models the Autographic Back will fit interchangeably with the regular backs.

Occasionally a stylus will be lost or mislaid and we will supply them in packages of one-half dozen.

THE PRICE.

No. 1A Autographic Kodak.

R. R. Lens, with Kodak Ball Bearing Shutter,	$17.50
R. R. Lens, with Kodak Automatic Shutter,	22.50
With Cooke Kodak Anastigmat Lens *f*.6.3 and Compound Shutter,	39.50

No. 1A Special Autographic Kodak.

With Zeiss Kodak Anastigmat Lens *f*.6.3 and Compound Shutter,	49.00
With Cooke Series IIIA Anastigmat Lens *f*.6.5 and Compound Shutter,	59.50
With B. & L. Zeiss Tessar Series IIB Lens *f*.6.3,	59.50

No. 3 Autographic Kodak.

R. R. Lens, with Kodak Ball Bearing Shutter,	$20.00
R. R. Lens with Kodak Automatic Shutter,	25.00
With Cooke Kodak Anastigmat Lens *f*.6.3 and Compound Shutter,	41.50

No. 3 Special Autographic Kodak.

With Zeiss Kodak Anastigmat Lens *f*.6.3 and Compound Shutter,	51.00
With Cooke Series IIIA Anastigmat Lens *f*.6.5,	61.50
With B. & L. Zeiss Tessar Series IIB Lens *f*.6.3,	61.50

No. 3A Autographic Kodak.

R. R. Lens, with Kodak Ball Bearing Shutter,	22.50
R. R. Lens, with Kodak Automatic Shutter,	27.50
With Kodak Anastigmat Lens *f*.8, and Kodak Ball Bearing Shutter,	27.50
With Kodak Anastigmat Lens *f*.8 and Kodak Automatic Shutter,	32.50
With Cooke Kodak Anastigmat Lens *f*.6.3 and Compound Shutter,	50.50

No. 3A Special Autographic Kodak.

With Zeiss Kodak Anastigmat Lens *f*.6.3 and Compound Shutter,	63.00
With Cooke Series IIIA Anastigmat Lens *f*.6.5,	69.50
With B. & L. Zeiss Tessar Series IIB Anastigmat Lens *f*.6.3,	74.00

Discount to the trade, 32%.

AUTOGRAPHIC BACKS.

Extra Autographic Backs will be supplied to fit regular Kodaks as follows:

For No. 1A F. P. K., R. R. Type,	$3.50
For No. 1A Special Kodak,	4.00
For No. 3 F. P. K.,	3.50
For No. 3 Special Kodak,	4.00
For No. 3A F. P. K.,	3.75
For No. 3A Special Kodak,	4.25

Discount to the trade, 32%.

AUTOGRAPHIC FILM.

Autographic Film will be supplied at the same list prices and discounts as regular N. C. Film, but is not furnished in "Double-Two" Cartridges.

STYLUS (for Autographic Kodaks).

These will be furnished in packages containing one-half dozen as follows:

For the No. 1A, per package,	$0.25
For the No. 3, per package,	.25
For the No. 3A, per package,	.25

Discount to the trade, 25%.

PLATENS.

No. 3 Platen, per package,	$0.25
No. 3A Platen, per package,	.25

Discount to the trade, 25%.

AUTOGRAPHIC FILM IMPROVEMENT.

Improvements are a matter of course with us and we ask you to call the attention of your customers to the following simple, though important, improvement in the Autographic Film.

When the last exposure (No. 6, 10 or 12) on the roll of film has been made and the autographic record has been made, turn the winding key slowly until the letter "A" appears in the center of the window on the back of the Kodak. Raise the spring door and write the name of the person making the exposure on the red paper, the same as when making the other autographic records. Then close the spring door and finish winding the film and red paper for removal from the Kodak.

The film is now ready for the finisher and when developed will be readily identified by the autographic signature.

GETTING INTO HIGH.

Kodakery went from low, into second gear, with the October number—it will soon shift to high.

It was started last November with a really large edition—was sent gratis to dealers and to a list of amateurs, then to a few paid subscribers. Of course, the distribution to amateur camera purchasers, upon which its real circulation depends, was very slow at the start. It took time to get the gears to mesh. There were no subscription blanks in the manuals and people were not informed concerning it. For several months we got out the same edition, using less for samples as this customer subscription list grew. It has taken a year to get into full swing. Month by month, as the value of this little publication is appreciated, the increase in its growth multiplies. We shall soon shift to high.

You can do nothing more effective toward pushing for more business in sundries than to see to it that everyone to whom you sell a camera gets on the Kodakery list. There's a subscription blank in every manual.

ALL UP.

All orders for Kodak Juniors have been filled and we have stock enough to ensure prompt shipment.

It was a veritable avalanche of orders that came upon us for these cameras, and one that we could not very well have anticipated, because it is a matter of extreme difficulty to forecast definitely the demand new goods will meet.

You know how much in demand Kodak Juniors are. Meet that demand by having the goods in stock.

KODAK HEIGHTS.

Our new plant is fast becoming a reality. Work is being pushed as expeditiously as possible, and several of the buildings are quickly taking form.

With an undertaking of such proportions, a considerable amount of time has to be spent in preliminary work, such as footings and foundations, before the buildings begin to rise above the ground. The preliminary work has been well taken care of and we show on the opposite page a picture of the main manufacturing building (No. 3) as shown in the general view in August issue.

Every precaution has been taken to ensure speedy yet perfect erection, and in our next issue we shall be able to show further illustrations of the progress that is being made in the construction of our new home.

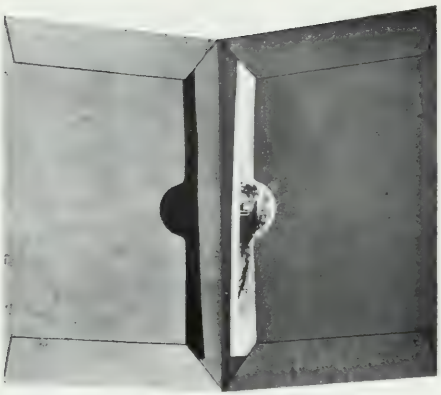
SPECIAL ATTENTION NOW

Special attention given now to Brownie Enlarging Cameras will be amply repaid by better sales of paper in large sizes, that will surely result from every camera sold.

Enlarging has not been worked thoroughly by all dealers, and this line of work is deserving of special development during the fall season, for this field has been a source of splendid profit to the few dealers who have made the most of it.

As fall draws on interest in projection work revives and this creates a good bit of extra business for the dealer. Make an effort to develop this business in your town for the discount on Royal Lantern Slide Plates—40 and 10%—makes them highly profitable to the dealer.

KODAK HEIGHTS BECOMING A REALITY. (See page 6.)



AMATEUR DELIVERY ENVELOPES

The amateur finisher handling a moderate amount of business has experienced some difficulty in procuring an attractive delivery envelope at the right price.

After a thorough investigation of the market we are now in position to supply a very attractive envelope, for the delivery of prints and negatives, at a low cost.

The envelopes are a pleasing green color, the stock lending itself well to any printing you may desire to have placed upon them by your local printer.

As shown by the illustration there are separate pockets for the negatives and prints.

THE PRICE.

Amateur Delivery Envelopes:

	Per 100 net	Per 1,000 net
No. 1, for prints up to $3\frac{1}{4}$ x $4\frac{1}{4}$, ...	$0.50	$4.50
No. 2, for prints up to 4 x 6, ...	.60	5.00
No. 3, for prints up to 5 x 7, ...	.70	6.00

DISCONTINUED

Azo "A" Hard X, in both Single and Double weights, has been taken off the market, because the purposes for which this paper was used have been satisfactorily met by some of our other grades of Azo. Of course we shall still supply Azo "A" in both weights, in Soft and Hard contrasts as heretofore.

ROLL PAPER RETURNS.

Under all ordinary conditions we are willing to receive sensitized paper for credit on the usual terms.

The return of paper in rolls oftentimes means practically a total loss for us. This is due to the fact that, owing to the paper having been rolled, we find it impossible to cut it for flat package sizes without producing abrasion marks. This does not mean that we will not hereafter accept roll paper for credit as usual, but we do ask you to co-operate with us in minimizing this waste.

We ask you to hold your orders for roll paper until the last minute, until the customer is practically sure of making use of same. We will pay particular attention to rush orders for all roll paper.

DO NOT OIL.

In all of the Kodak and Brownie camera manuals appears the following warning: "Do not oil any part of the shutter."

Despite this warning a recent investigation in our repair department develops the fact that nearly fifty per cent. of the shutters returned are inoperative because of their having been oiled.

It is of course possible that some of these shutters did not work properly before anyone took them apart and oiled them, but oiling will, in every case, increase the difficulty.

Please caution your customers and repair men against this practice.

AT THE EXHIBITION.

Above is an illustration of our booth at the Canadian National Exhibition held yearly in Toronto.

It is a truly national affair, inasmuch as it draws visitors in large numbers from every Province of the Dominion, as well as from other parts of the British Empire and foreign countries. And it does a great work in cementing and promoting the interests of Canada from every standpoint, particularly in the fields of industry and agriculture.

For several years past we have taken part, and shall continue to do so as long as the Exhibition lasts, for in no other way can a fair, comprehensive representation be given of the manufactures of the country than by such an affair, wherein are to be found all the leading houses that are doing their part to build up the commercial power of the Dominion.

Our customers will note that pictures make up the decoration, and they are all enlargements from Kodak negatives.

To the dealer who fails to feature the possibilities of enlarging, it would be a good lesson to hear the enthusiastic comments and careful enquiries made by amateur photographers who visit this display.

READY FOR SHIPMENT

To meet the heavy demand at the holiday season, for inexpensive souvenirs, you can find nothing more appropriate to offer your customers than the 1915 New Year calendar. The fine linen surface and substantial quality of the mount will attract attention and make large sales if you but keep these goods to the front.

May we remind you that orders should be placed immediately, for the reason that the demand is hard to gauge and we must necessarily limit our production by the orders received.

SALESMAN OR SIGN POST.

Which is the more profitable for you, to have your display window simply announce the fact that you carry photographic goods or to convince the onlookers or rather inlookers that they are in need of some of the goods you handle?

Which is the better, Sign Post or Salesman?

Sign posts are necessary, but at best they can but point out a predetermined way—it is *selling ability* that keeps the wheels turning.

A good many men in business fail to take the full advantage of their opportunities for convincing and selling.

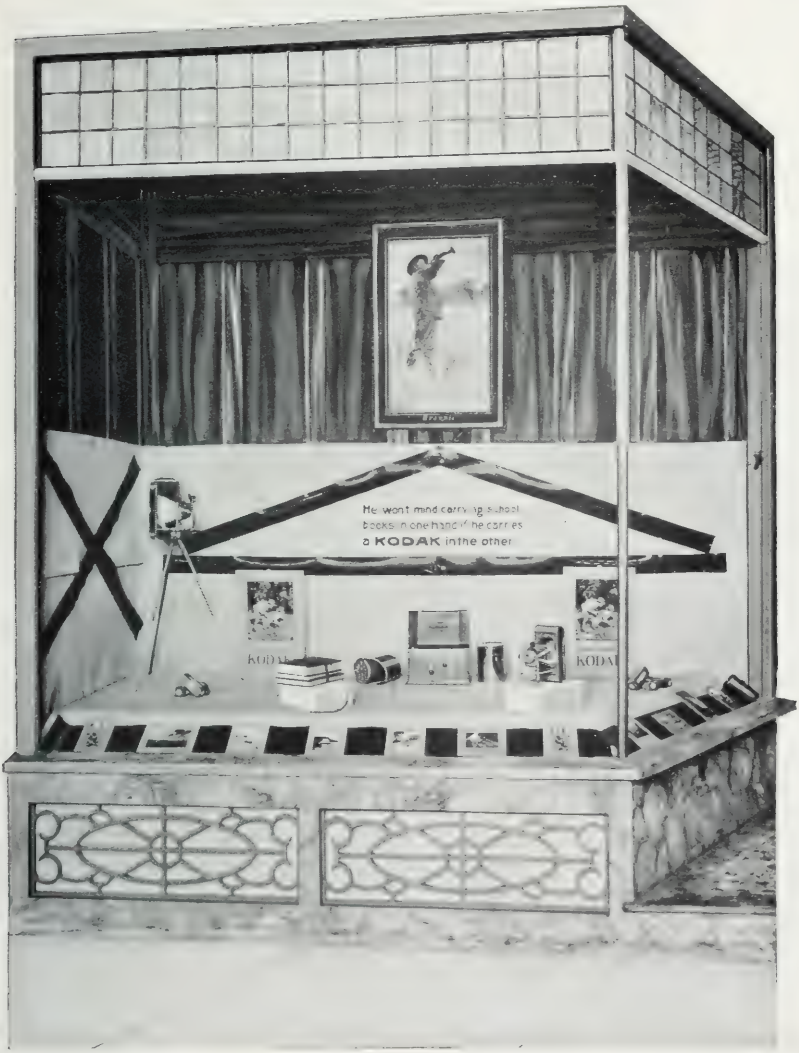
When the people come into your store they find pleasant surroundings, the right goods and intelligent and courteous salespeople.

When they come in—but did you ever stop and think of the thousands who pass your store, and who *do not come in,* and of the goodly percentage of those thousands that you could sell if you could get them inside the door? You can never get them all in, but you *can* put enough thought and care into your window displays to arrest the attention of the passerby and get a goodly percentage of them to come inside. In your display always offer a reason why people should want what you have to sell, otherwise your display is almost useless except as a sign post.

On page 11 we illustrate a simple display that should help put dollars in the till.

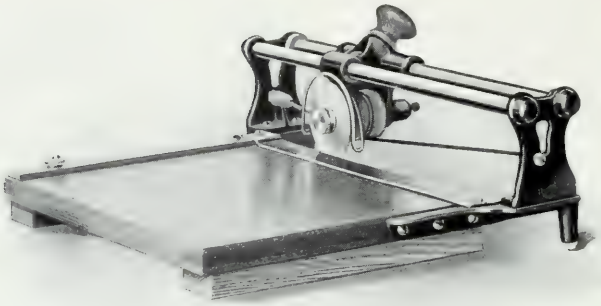
SEED X-RAY PLATES

open a way to extra profits for the dealer who goes after the business.



A SEASONABLE WINDOW DISPLAY.

See page 10.



THE EASTMAN ROTARY PRINT TRIMMER

The Eastman Rotary Print Trimmer is constructed upon an entirely different principle from the ordinary straight blade trimmer. As shown in the illustration the blade is circular in form, revolving upon a spindle supported by two strong track rods.

Proper tension is maintained by means of a raw hide belt over a small drum attached to the blade. A comfortable hand hold makes this trimmer exceedingly easy to operate, and at a good rate of speed, as the blade is always in position.

The bed is ten inches square and is fitted with transparent guide.

The blade is protected by a heavy wire guard.

The blade is self sharpening, and when necessary a new blade is easily attached by removing a lock nut.

THE PRICE.

Eastman Rotary Print Trimmer, 10 inch bed, ...	$5.00
Extra cutters, each, ...	.25

Discount to the Trade, 25%.

PUSH

"How to make Good Pictures"

It helps the amateur to better results and keeps him coming back to you.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XI. No. 6 TORONTO, CANADA October, 1914

Selling Autographic Kodaks.

To the majority of your customers the advantages of the Autographic Kodak will be instantly apparent and in many instances they will demand it. On the other hand, you will find customers who have not yet heard of the Autographic Kodak, or who have given but little thought to its advantages, and so will have to "be shown" why they should pay the small advance in price over the regular models.

The advantages of the Autographic Kodak range as follows in importance:

First: Dating the negative.

Second: Titling the negative.

Third: Memo as to exposures.

No one can foresee when it will be important to know the date a particular negative was made. The effort of dating an exposure is so slight that it is well worth while even without expectation of its ever being of importance.

If the prospective customer has children, the importance of dating each negative that he makes of the children should be pointed out to him. The family Kodak album becomes an *authentic* record if the date of each picture of the children is entered on the negative. Everyone of us who has attempted such a picture record knows how hard it is, later, to determine just the age of the little subjects at the time the picture was made.

It is obvious that a great many pictures do not require a title, but just the same almost every amateur, unless unusually methodical, will sometimes be puzzled to determine the location of some of the pictures he has taken—"Is this in the Thousand Islands or is it up on Deer Lake?" "My! I cannot remember if this street scene is in Toronto or Vancouver." Such instances are all too common, but the Autographic avoids them and it makes a good selling point. It will not be wise, perhaps, to dilate upon the advantage of entering the details of ex-

posure, stop, etc., to the experienced amateur, but this should be impressed upon the beginner.

Another selling point: The amateur takes the picture of a friend or celebrity, then requests the subject's signature on the picture. The Autographic Kodak provides the means for putting it there —permanently.

Photography is used extensively by engineers, contractors, building inspectors, and the like, in showing the progress of important work. It becomes doubly valuable when important dates or data made *at the time* become a part of the indisputable photographic record. With the Autographic Kodak they can be made a permanent part of such record.

The grower of or dealer in fine stock will find the Autographic Kodak of value in the photographing of animals which he is buying or selling or is interested in, for he can place their names and official registration numbers indelibly upon the negative at the time he inspects and photographs the animals.

The Autographic feature provides a means for making a record if desirable, and is in no wise in the way when not required.

With so slight a difference in cost no one can afford to do without the Autographic feature because it will become a very useful and valuable adjunct.

We have now ready a folder describing the Autographic Kodak and its advantages, together with the prices of the various models. This circular will go in the ordinary envelope, and can be mailed to your customers to good advantage. Sent *on request* only. How many, please?

CHEMICALS

"The first thing to do is to keep our heads. They are the most precious things left to us."

Such is the very sane remark of the Amateur Photographer (British) in commenting on the photographic trade situation. In England as in America the price of chemicals has been affected more by the panic than by an actual shortage. Hypo, over there, has been sold at as high as $8.50 a hundred, while in this country there has been little advance in price of that very necessary product.

Everybody was misled at the start. There was panic here as well as abroad and most of us had a little touch of it. The war came so unexpectedly that there is no wonder at the panic which prevailed. Conditions, however, have steadied and there seems to be no cause for further alarm.

On some developers doubling or even tripling the price has been necessary, but the boosting of prices six or eight hundred per cent. is entirely uncalled for at the present time and can only hurt business by frightening people away from picture taking.

With no advance in the price of film, paper or plates a reasonable rise in the price of chemicals makes so small a difference in the cost of a photograph as to be negligible. The dealer who stops people from taking pictures by any unnecessary advance in the price of chemicals is simply hurting himself.

We are doing what we can to steady the situation. With orders for more developer, in the month of August, than we usually sell in many months, it was a bit difficult for us to keep everybody happy—

for we *had* to cut them down and for a few days to even stop shipments on two important items.

To make a full statement a month ago was difficult and so we referred to prices only in a general way. We believed that it would be possible to take care of all customers in at least a hand-to-mouth way, but were not sure that there would not be a still further advance in price. We believed that the shortage was more imaginary than real and that top prices had been reached, and such seems to have been the case.

Even now we can, of course, make no guarantees, but the following article which appeared in the last issue of Studio Light (our monthly magazine for photographers), is a frank statement of the situation, to photographers and dealers, as we now see it.

SPOTS

When one clique of men gets control of the visible supply of wheat, there's a corner—but not necessarily a shortage. There is panic and a wild unevenness of prices.

When a supply is apparently cut off on chemicals, when there is uncertainty and when, wisely or not, certain people, in order to provide for the future send out buying orders in one month for more than they had ever before purchased in a year, the situation is somewhat similar. There's panic and unevenness and there is good reason to construe as a genuine shortage what is really "spottiness."

Prices on chemicals are up—too much up, but are not as high as some people imagine. Sources of basic supply are still uncertain, though the situation is improving. Things are not as spotty as they were. We are supplying Hydrochinon at triple the former price, and Elon at an advance of 50%, and we are selling Pyro at 33 1/3% advance. Other chemicals have advanced somewhat, say, from 10% to 25%. Of course another month may see a change in either direction. We cannot tell, prices may go down nearly as fast as they have gone up.

But there is one point that we want to make clear, and that is that there are dealers who, in order to protect their regular customers, paid extravagant war prices for developers, and who in turn necessarily charged in proportion. Be careful, before condemning your stock house man of extortion. He may have had your interests in mind as well as his own when his purchases were made. When a man has failed at two or three points to get a staple article at any price, he is pretty likely to be willing to pay an extravagant price when he does find it.

A really serious chemical famine would have come if we, and others, had not refused to fill in full the extravagant orders that were rushed in by mail, phone and telegraph a month ago. The flurry seems to be over. Prices are up, but it must be borne in mind that even the goods that are now made in America are produced under conditions that are far from economical. On such as are still imported, freight rates are up, and insurance is up. We shall raise prices only as we have to and shall reduce them at the first opportunity. Speculation in chemicals is not to our taste. We are more interested in steadily serving our customers with papers and plates with which the chemicals are used.

After all, the advance in the price of chemicals adds so little to the cost of a picture as to be negligible. We shall continue our policy of endeavoring to so distribute the goods that immediate wants will be taken care of. We do not believe that any photographer anywhere will have to close his studio on account of a lack of chemicals. We hope that prices are not only now at their highest, but that, through substitutions and new sources of supply, the trend to prices before many more months will be downward, even though the war continues for a year or more.

A SIMPLIFIER

There are a good many amateurs, particularly at this season of the year, who are only occasionally exposing a roll of film, and making but a few prints at a time.

They naturally do not wish to go

to any more bother or expense than is absolutely necessary in doing this work. To this class the Eastman Special Developer will particularly appeal as it is adapted for use with either films, plates or paper, and comes in a most convenient and economical form.

Each tube or powder makes four ounces of solution, and is ready for use in a few moments whether for negatives or prints.

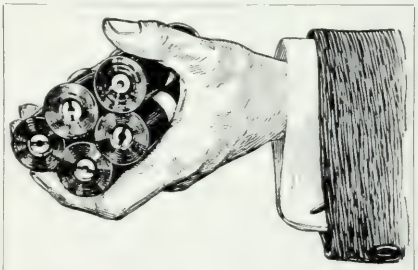
Call the attention of your amateur customers to the Eastman Special Developer Powders, and you will be surprised at the number of packages you can sell.

FAITH IN ADVERTISED GOODS

The dealer handling nationally advertised goods—goods persistently and consistently advertised—has a tremendous advantage over the one depending upon his own efforts to sell goods of unknown make and quality.

People *do* read advertisements and furthermore when appearing in publications of reputation and standing (and the wise advertiser will not use the others) they are believed without reservation.

That this is so is evidenced from the following extract from a letter to *Hearst's Magazine* from one of its readers: "I have bought Kodaks and Films because they were advertised. Most of my purchases are advertised products, because in my experience they have undoubtedly been better. You know exactly what you are buying. These days no man uses money to advertise persistently his products unless they have the actual merits to make good. My transactions have been satisfactory in every instance with articles advertised in reputable magazines. Should they have proven unsatisfactory I would have known some reliable manufacturer with a reputation to maintain to complain to, and this failing, the advertising medium, if a first-class publication, will, I feel sure, either compel satisfaction from the maker or will make it good itself. Thus my experience is, you always get your money's worth in buying advertised goods—at any rate you know you are protected. With unadvertised goods you have no come back."



YOUR FILMS

You want the *best* from every exposure.

Our Finishing Department—In charge of experts.

Our Policy—Not how cheap, but how good.

Our Prices—Reasonable, quality considered.

Our Rule—No charge if not delivered when promised. Money back if not satisfied.

RICHARD ROE & CO.

Single Col. Cut 271-B. Double Col. Cut. 271-A.

THE RACE OF THE MONTHS

There is more camera business, for those who try for it, in December than in June—or in any other month.

This is not a guess.

We know of several stores that sell more Kodaks in December than in any other month. True, they are exclusive, or nearly exclusive, photographic stores, and cameras, with a few accessories, are the only things they have to center their winter energy on.

Because once upon a time there was almost no winter sale of cameras, some dealers still assume that there is not even now enough such business to make a special Christmas push worth while. What the exclusive photographic stores have done proves that they are wrong. December, with some, is the biggest Kodak month of all the year. It can be made so by any dealer that tries to make it so.

Many are putting their selling efforts on hair-brushes, hand-sleds, and eau de cologne—not because there is any reason for it, but just because it is habit.

And why not?

Because, when you sell these articles that's the end of it. The transaction is closed. When you sell a Kodak or Brownie the business has just begun.

Plan your Christmas business right and your December camera sales will help you to more profits all the winter through.

The Eastman Rotary Print Trimmer is specially designed for use in Finishing Departments. Simplicity itself in operation, and trims quickly and accurately.

1914

is a most memorable year for Kodak dealers, in that it marks a new era, by the introduction of the Autographic Kodaks.

1914 is memorable, too, in that it has seen the introduction of other new cameras, all of which have been and will be, even more so, widely advertised to your customers.

Read the "Race of the Months" on this page, and stock up with the goods that are in demand for Christmas trade:—

Autographic Kodaks,
Kodak Juniors,
No. O Brownies,
3A Kodak and V. P. K. with Kodak Anastigmat Lens *f.* 8.

START SOMETHING

Before a sale is made you or someone else has to start something—that "something" is a desire for what you have to sell. Such a desire may be born of necessity or through the idea that its possession will bring added comfort or happiness.

Thousands of people not amateur picture makers, know more or less of the pleasures of Kodakery, yet have not had its allurements attract them with sufficient force to join the Kodak ranks, because just the right train of thought has not been started in their minds. Many other thousands know in a vague way that photographs can be made with but little effort, and let it go at that.

We have spent hundreds of thousands of dollars in the magazines and in other forms of publicity in "starting something"—in endeavoring to impress upon the minds of the people the advantages and pleasures of the Kodak. We have been successful because we have kept everlastingly at it.

Every Kodak dealer has the natural desire to connect as much of this publicity—directly with his store as he possibly can. However, the dealer, to cash in the fullest measure on our efforts, must himself "start something."

One of the very best methods that can be employed is the intelligent use of the display windows. A display that contains a selling argument—one perhaps that will not strike the point of contact with every onlooker, but that will show how what you have to sell will afford pleasure or comfort to others, will "start something," as it will set him to thinking that perhaps it will be of equal benefit to him, through some other application.

A window display showing the advantages of a certain safety razor will not reach a direct point of contact with the housewife but it may "start something"—the thought that it may afford satisfaction to husband or son—and the way to another sale is paved. A display of the latest mode in ladies' gloves may not strike the point of direct contact with Father, but it may "start something" with the thought that Mother could use half a dozen pairs to advantage, or that the gloves in his own pocket are a bit worse for wear.

Use your display windows not merely as a show room, but see that they present a selling idea.

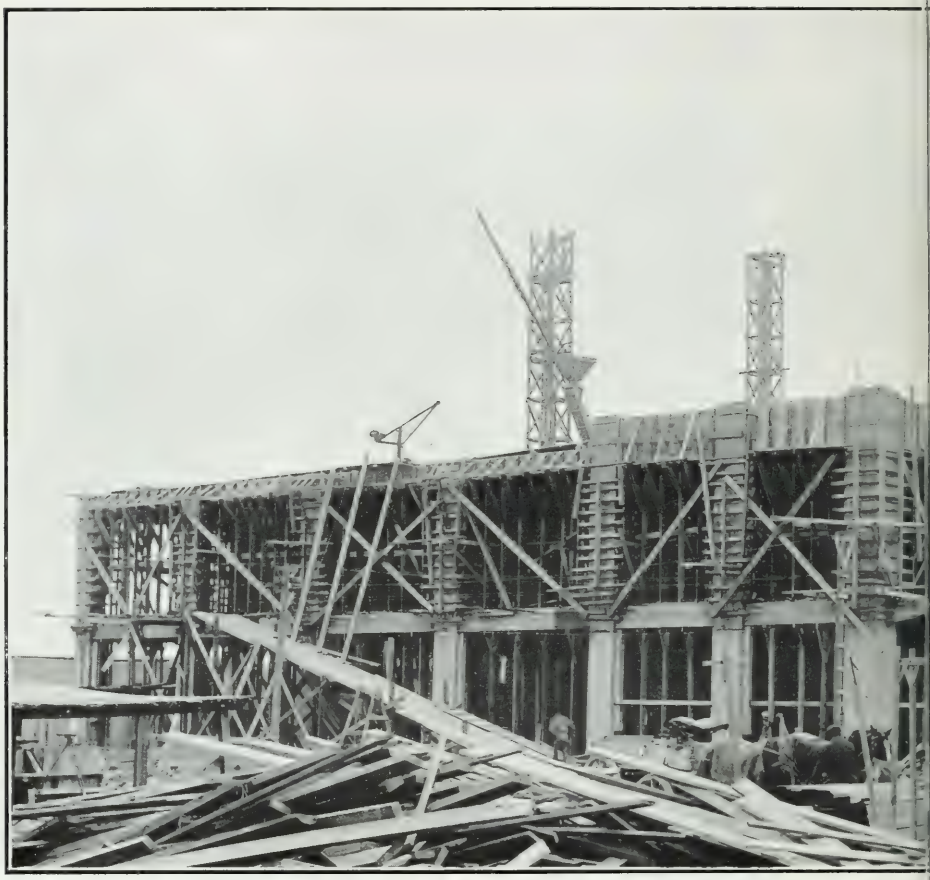
The illustration on page 7 will afford an idea for the current month.

KODAK MAGNESIUM RIBBON HOLDERS

Are most useful in printing from hard, dense negatives, which are all but impenetrable to the regular printing light. Such dense negatives are to be met with more or less frequently and often cause a considerable waste of time and material in the effort to print them by the light used for negatives of average quality. The light from a small piece of magnesium ribbon will quickly penetrate the thickest of these hard printers and greatly economize time, as well as avoid waste of material. Tell your customers—they appreciate these little tips you give them.

A SIMPLE DISPLAY WITH A SELLING ARGUMENT.

See Page 6.



PROGRESS AT KODAK HEIGHTS

The illustrations above and on page 10 serve to record further progress in the erection of our Kodak Heights plant.

In our last issue we showed Building No. 3, the main manufacturing building, which is four hundred and sixty feet long, erected as far as the first storey. The same building is now shown, advanced to the second storey, and readers will get a good idea of its size by noting the depth to which it extends.

At the far end of the picture, the chimney of the Power Plant is visible. The erection of this building—No. 1 in the general plan in August Trade Circular—is well under way, as indicated on Page 10, where the beginning of the steel work is shown, as well as a better view of the great smokestack. This chimney, 200 feet high, has become a conspicuous landmark for the surrounding country, as it overtops anything else in that locality, and

may be seen from the tracks of the Canadian Pacific and Grand Trunk, Western and Northern divisions.

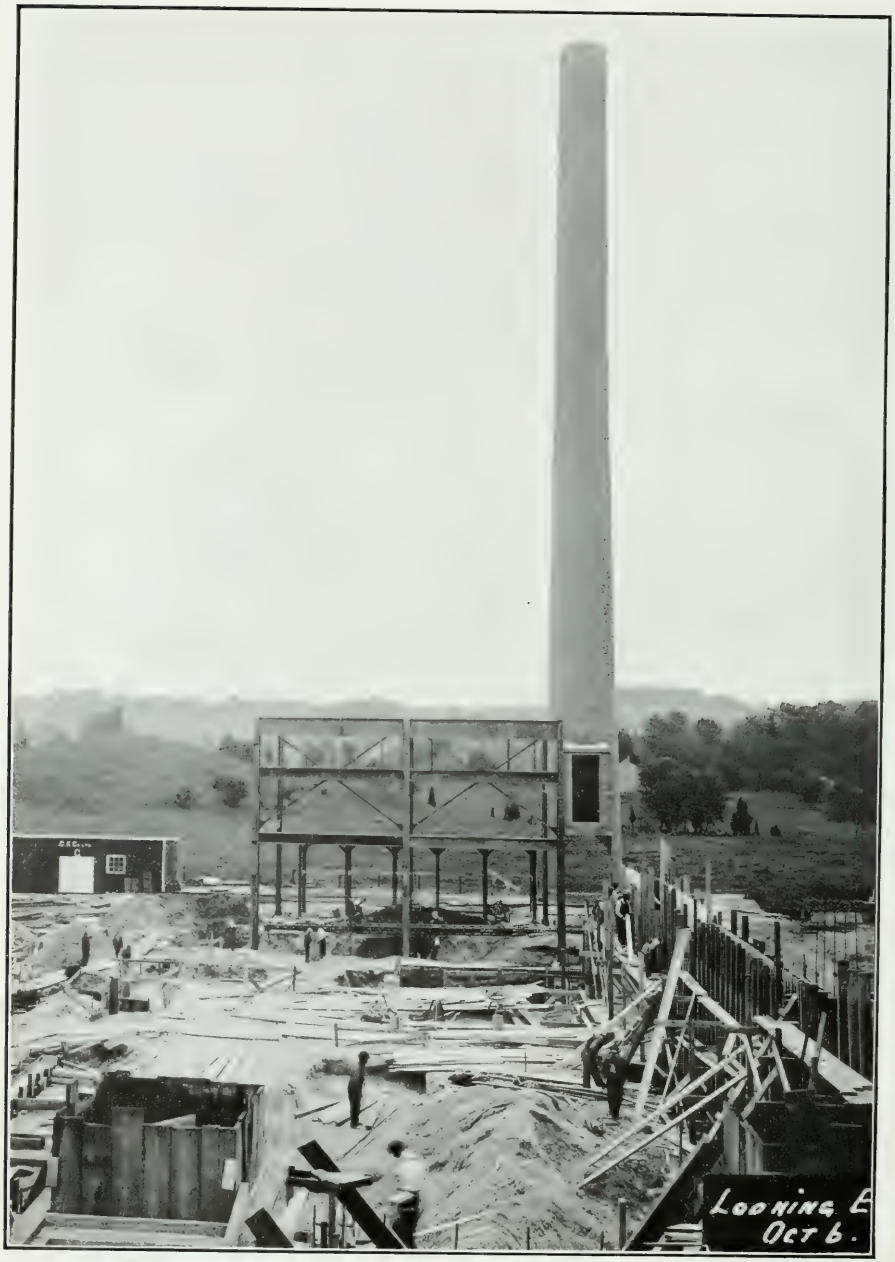
Building No. 5 also is rising steadily. Here will be our Shipping and Stock Rooms, in the lower floors, while the upper floors will be given over to manufacturing.

The foundations for the office building—No. 7—are being put in now, and in another month's time we shall be able to show a general view that will more nearly do justice to the size of the whole plant.

A NEW ENLARGING CAMERA

You can start the army of No. 2 Brownie users making enlargements from their negatives by introducing the new camera that has been provided to enlarge these negatives up to post card size. There's a splendid opportunity to liven up your trade, especially in Special Velox post cards, by pushing these handy little enlargers.

No. 2 Brownie Post Card Enlarging Camera, $1.75. Discount, 25 per cent.



Beginning the Erection of the Power Plant

CHANGE 'EM ABOUT

The senses become accustomed to routine. Workers in a boiler factory converse without difficulty. The disagreeable odor of sulphide toning is unnoticed by those regularly employed in such work. The eye soon fails to take particular cognizance of forms or colors of the objects it sees every day in the same place.

It is not far from routine to *rut.*

The point is just this: It pays to change things about.

If your customers come into your store and see the same style of cameras on the same shelves, week in and week out; the same sundries, samples of card mounts and the like always on the same counter or in the same show case, they fail to notice them, and so many a possible sale is lost. On the other hand change things about a bit. In comes Mr. Customer. At once he detects the change. Well! Well! What's this? Automatically, his senses are alert. He *notices* things in your stock that heretofore his eyes were practically blind to because they were accustomed to them, and they were merely a part of the general effect.

If you do not believe this is so just think back to the last time your wife "house cleaned."

She moved the piano to another corner, changed a picture or so, and maybe placed your favorite chair on the other side of the fire place. Did you notice these changes?—Of course you did!

Just try this on your customers —not annually or semi-annually but every little while and note the inquiries regarding and *sales* of goods that have been in front of your regular customers all the time that they didn't see because they were always in the same place.

IN MULTIPLES OF TWELVE

Our shipping department is an extremely busy place and we are constantly planning to increase its efficiency so that we may get the goods to you on time and without mistakes.

When ordering film you can aid us materially in time saving if you will order in multiples of twelve, instead of, say, ten, twenty-five, fifty or one hundred rolls, as the films are packed in dozens or multiples of dozens.

If you order 96 rolls of film the shipping clerk simply has to remove so many complete packages from the stock. If you order one hundred rolls he frequently has to break open a complete package to obtain the extra four rolls, and the checker has four additional items to check, all of which consumes valuable time. Please, when ordering film, order in twelves or multiples of twelve.

In Spite of the War.

A shortage of European toys?

Well, what of it?

You have the Brownies.

"AT THE DEALER'S"

"At your dealer's."

"At all Kodak dealers'."

Some such phraseology is a part of every one of our advertisements of our products to the public. We want our products sold through the dealer—his aid and his success are vital in our plan of distribution. We do not seek, we do not want direct orders from the consumer, yet we receive a number of such orders.

There are but three strong reasons for our receiving direct orders from the consumer: No dealer where customer is located: Customer does not know location of dealer in his town: Dealer does not have the goods in stock. Unless the customer is in an isolated section of the country there is usually a dealer not so very many miles from him, and when the order comes from a town where we do have a dealer, it demonstrates in both instances that the dealer has not improved his opportunities for making himself known.

As to the third reason: It is not to be expected that every dealer, and particularly in the smaller places, will at all times have a complete stock, but we regret to state that a good many of our direct orders are for goods that every Kodak dealer should have in stock at all times. Another thing—our percentage of direct orders increases in the more quiet times—just at the periods when every dealer should be making extra efforts for business and you cannot do business unless you have the goods to sell.

Instead of filling direct orders we would very much prefer to refer the customer to the nearest dealer.

On the other hand, the mere fact that the order has been sent to us indicates that the customer is in need of the goods, and we are morally obligated to get them to him just as soon as possible.

Where we receive inquiries regarding our products, or requests for catalogues or booklets we refer the writer to the nearest dealer and the dealers are notified of such inquiry except in a few of the very largest cities. Even in such large cities we write the inquirer to "buy of his dealer," but do not send him the dealer's name.

It will pay every Kodak dealer to advertise persistently. Let the people in your town and tributary territory know that you handle Kodak goods—Use your local paper, not spasmodically, but regularly.

And *have the goods in stock.* Nothing will drive trade away from you more quickly than to have calls for standard goods which you cannot fill.

Advertise.

Have the goods in stock.

MORE AUTOTIME SCALES

We are now ready to supply Autotime Scales as follows:

Style "J" for No. 1 Kodak Junior with single lens and No. 0 Ball Bearing Shutter.

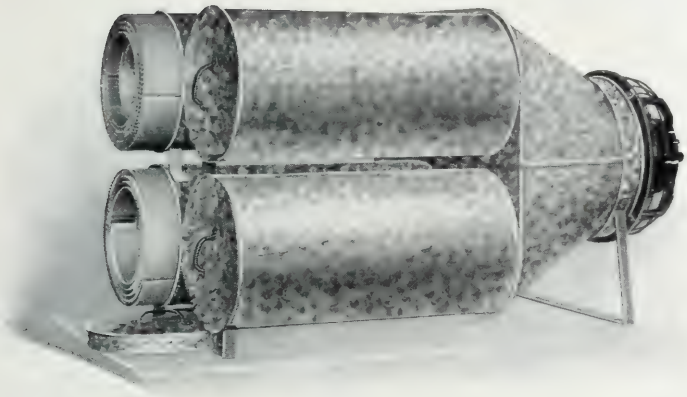
Style "K" for No. 1 Premoette Junior Camera with Double Lens and No. 0 Ball Bearing Shutter.

Style "KK" for Premoette Junior Camera No. 1, with Single Lens and No. 0 Ball Bearing Shutter.

Style "L" for No. 1A Kodak Junior with Single Lens and No. 1 Ball Bearing Shutter.

Price for each style, $1.00.

Trade discount, 30%.



For Efficiency in the Finishing Department

INSTALL A

No. 4 Majestic Print Dryer.

Will Dry Single or Double Weight Prints Absolutely Flat Without Curl in from Fifteen to Thirty Minutes.

The dryer has a capacity of four rolls. If less than four compartments are used, the others are closed by lids as shown in the illustration.

The drying roll consists of a sheet of corrugated board, a muslin-faced blotter, a plain blotter, another sheet of corrugated board and a hollow metal core. After removing surplus water, the wet prints are placed face down on the muslin-faced blotter, covered with the plain blotter, rolled between the sheets of corrugated board around the core and placed in the dryer. Heat from a small gas plate (not supplied) is forced through the dryer by means of an electric fan. (The gas plate should be placed about fifteen inches below the lower edge of the fan.) The corrugations of the board coming next to the blotters on either side permit the heated air to come in direct contact with the entire surface of the blotters, while the metal core, being closed at one end, prevents any heat being lost through the center of the roll.

Each compartment will dry all the prints that can be placed on the blotter, twenty-four inches wide and nine feet long.

THE PRICE.

No. 4 Majestic Print Dryer with electric fan (either direct or alternating current) and four drying rolls, complete	$50.00
Extra Blotter Rolls, each	2.00

Discount to the Trade, 25%.

Canadian Kodak Co., Limited

TORONTO, - CANADA.

ORDER DEPARTMENT SUGGESTIONS

As fall business is coming along our Order Department wishes to call your attention to the following helps to the correct filling of orders, and to prompt shipments:

Azo Post Cards

We do not manufacture Azo Post Cards in grades F. and H. As the Azo list is so extensive, it will be well to have the Azo price list at hand when making out orders instead of trusting to memory.

Seven Inch Film Clips

Owing to the limited demand for this size we have discontinued the manufacture of seven inch Film Clips, but still supply the five and three and one-half inch clips.

No. 4 Majestic Print Dryer

Orders for the No. 4 Majestic Print Dryer should specify whether the electric fan is to be used with direct or alternating current and voltage of current.

PLEASE NOTE

On the Film Schedule Cards sent with September *Trade Circular* there's an error made in listing Autographic Film in "double two" exposures for the Nos. 3 and 3A Autographic Kodaks, contrary to the statement on Autographic Film made at top of second column, Page 5 of same number.

Another error appears in our 1914 Condensed Price List, Page 50, in that the prices for 9 x 11 Iris B., C., D. and E. are given at $6.45 per half gross and $12.50 per gross. The correct prices are $7.20 per half gross and $13.75 per gross.

Dealers will please note carefully and bring these corrections to the notice of their clerks.

X-RAY BUSINESS

There's a nice little bit of profitable business to be had by every dealer who gets in touch with the local surgeons who use X-Ray Plates. Hospitals, too, are large consumers of X-Ray Plates, and this local business should easily be landed by the dealer with Seed X-Ray Plates. Regular list prices obtain, with discount of 30 and 5 per cent.

KODAKERY

A Magazine for Amateur Photographers

MAY, 1914

CANADIAN KODAK CO., Limited
TORONTO, CANADA

Is "KODAKERY" coming to your house?

This beautifully illustrated magazine — published by the Canadian Kodak Co., Limited — is brim full of helpful and interesting suggestions for the amateur Kodaker.

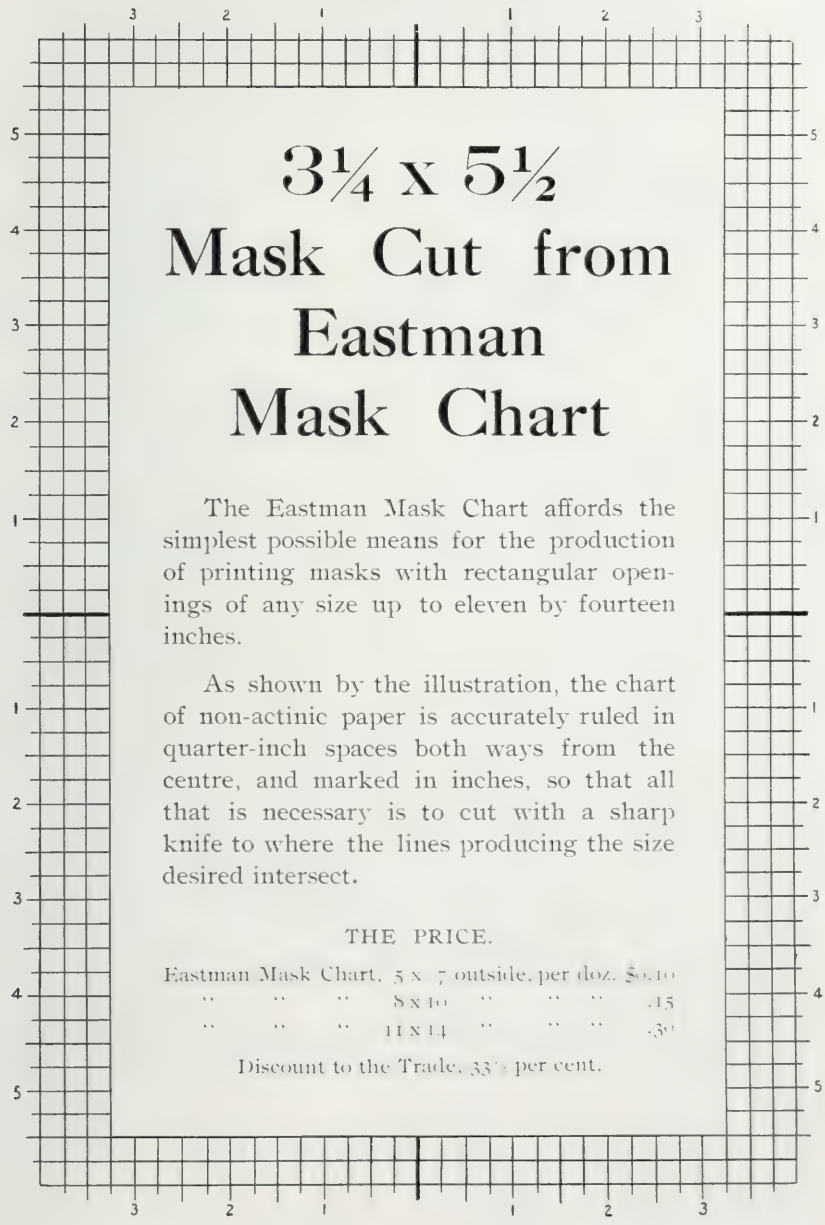
Sent free to every present purchaser of a Kodak, Brownie, Graflex or Premo camera.

Come in and enjoy a few minutes with a sample copy.

RICHARD ROE & CO.

Single Col. Cut 275-F. Double Col. Cut 275-G.

EASTMAN MASK CHART



3¼ x 5½ Mask Cut from Eastman Mask Chart

The Eastman Mask Chart affords the simplest possible means for the production of printing masks with rectangular openings of any size up to eleven by fourteen inches.

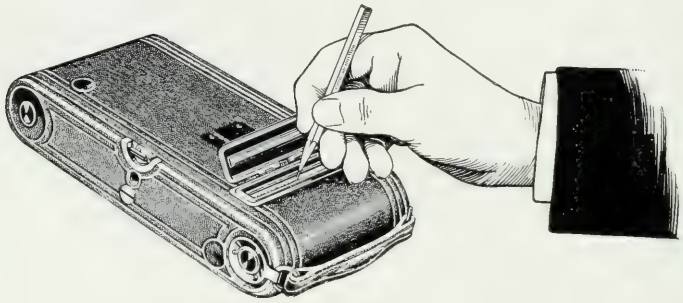
As shown by the illustration, the chart of non-actinic paper is accurately ruled in quarter-inch spaces both ways from the centre, and marked in inches, so that all that is necessary is to cut with a sharp knife to where the lines producing the size desired intersect.

THE PRICE.

Eastman Mask Chart,	5 x 7	outside,	per doz.	$0.10
" " "	8 x 10	"	" "	.15
" " "	11 x 14	"	" "	.30

Discount to the Trade, 33⅓ per cent.

The greatest photographic advance in twenty years.



We have the New

Autographic Kodaks

in Stock.

Date and title your negatives permanently when you make them.

The places you visit, the autographs of friends you photograph, the age of the children at the time the pictures were made and the date — all these notations add to the value of your picture record.

Come in and let us show you how simple it is to title your negatives with this newest photographic device—and inspect our complete stock of Kodaks, Brownies and photographic supplies.

RICHARD ROE & CO.

Double Col. Cut 229C Single Col. Cut 229D

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"*FOR YOUR INTERESTS AND OUR OWN*"

Vol. XI. No. 7 TORONTO, CANADA November, 1914

ADVANCE INFORMATION OF PRICE REDUCTION

When we began the manufacture of Anastigmat lenses it was with the sole idea of improving the quality of Kodak work. We have always been scrupulously careful in the selection of both the single and the R. R. lenses used in our cameras, but, nevertheless, had been impressed with the superiority of the work made by genuine Anastigmat lenses; were convinced that if we could supply a good anastigmat at a price that would induce a wide use, there would be a still further improvement in the quality of Kodak pictures, and that would mean more business. Therefore we set out to make a lens that would give definition at least equal to that of any Anastigmat made. Extreme speed we did not attempt. To make a lens that, with the fairly fast speed, *f*.8, would leave nothing to be desired in flatness of field, freedom from astigmatism and perfect definition, was our aim.

We first put this lens out on the Vest Pocket Kodak. This was followed by the 3A and we are now announcing the 1A and 3 Kodaks with the Kodak Anastigmat *f*.8.

We have succeeded in making a lens that met everyone of the requirements. It has passed the most rigid scientific tests and has satisfied our customers.

And now, after something more than a year of manufacturing experience, following several years of experiment, we find that we can make a very considerable reduction in price on these lenses in the Vest Pocket Kodak size. The Vest Pocket Kodak with Kodak Anastigmat lens will therefore be reduced in price from $13.50 to $11.50. At the former price it has had a good sale—an increasing sale. At $11.50 it should actually outsell the $7.00 model. Those who buy Vest Pocket Kodaks are, for the most part, people who have other and larger cameras. They purchase, not because of the price but because of the *size*. Put it up to them right and you can sell the $11.50 model most every time.

While we have already begun bill-

ing the Vest Pocket Kodaks at the reduced price, no public announcement will be made until about December 1st, at which time, however, we shall do some strong advertising for Christmas business on this instrument. It is going to be worth your while to push all of the Kodak Anastigmat *f*.8 lenses because they mean good pictures. We feel that in putting out such a superior lens at so small an advance in price over the single lenses and R. R. lenses, the whole average of amateur work is to be improved. Incidentally, there is more immediate profit to you.

The Anastigmat-equipped Vest Pocket Kodak at $11.50 cannot help bringing good Christmas business. The Kodak Gift Case will, of course, be proportionately reduced in price, listing at $14.50 instead of $16.50.

It is good business for you to make a special effort with all of the Kodaks with Kodak Anastigmat *f*.8 lenses. The Vest Pocket Kodak thus equipped at $11.50 offers an exceptional opportunity.

AUTOGRAPHIC BACKS FOR OLD STYLE NO. 3 AND NO. 3A F. P. KODAKS

The backs of the earlier models of the No. 3 and No. 3A F. P. Kodaks were fitted with narrow catches.

To accommodate anyone who may desire an Autographic Back for one of these earlier models, we will supply such backs fitted with the narrow catches without extra charge.

To insure correct adjustment the Kodak should be sent to Toronto for fitting.

EXCHANGE OF R. R. LENSES FOR THE KODAK ANASTIGMAT F.8.

The Kodak Anastigmat Lens *f*.8 is right in freedom from astigmatism, in flatness of field and in microscopic definition. The speed *f*.8 with full covering power, makes the Kodak Anastigmat an ideal lens for average amateur requirements.

It has not taken the discriminating amateur long to discover these facts, and there have been many demands for this lens to be fitted to Nos. 1A, R. R. Type, 3 and 3A F. P. Kodaks now in use.

To accommodate the owners of these Kodaks, who desire to use the Kodak Anastigmat *f*.8, we will effect an exchange of the optical equipment on the following basis:

As the shutters for the R. R. lens cannot be adapted for the anastigmat it will be necessary for us to furnish a new shutter complete and the Kodak must be sent to Toronto for fitting.

Feeling certain that this exchange will be of value to all concerned, we will not differentiate as to the shutter equipment on the Kodak returned, and will fit a new shutter with the Kodak Anastigmat Lens *f*.8 at the following prices:

The Price

Kodak Anastigmat Lens, *f*.8 with Ball Bearing Shutter fitted to the No. 1A R. R. Type, 3 or 3A F. P. Kodak, - - - -	$19.00
Kodak Anastigmat Lens, *f*.8 with Kodak Automatic Shutter, fitted to 3A F. P. Kodak, - -	$15.00
Discount to the trade, - -	33⅓

ADVERTISING TAPE

A Practical Publicity Utility.

A neatly wrapped and tied package is always appreciated by the customer, as it creates the feeling that the store's interest extends beyond the making of the sale, and that it takes pride in the manner in which its goods are delivered.

A great many business establishments make use of a distinctive wrapping paper, but there is not much individuality in the ordinary wrapping twine.

There is, however, on the market a specially prepared tape for bundle wrapping on which can be printed the firm name, or other wording.

Feeling sure that many Kodak dealers would like to make use of such tape, we have made arrangements to supply a first quality tape at cost. Every eighteen inches of the tape will carry the message "Take a Kodak with you," and the dealer's name and address.

This advertising tape, as it is called, will be supplied in two widths, style No. 2, 18 strands and No. 2A, 26 strands. The breaking strength of the No. 2 is seventeen pounds and that of the No. 2A is twenty-four pounds.

We recommend the No. 2A, although style No. 2 has double the strength of ordinary wrapping twine.

A choice of two colors is afforded, white center with blue edges, or lavender center with white edges.

Each spool of style No. 2 contains 5,000 yards, and the No. 2A contains 3,000 yards; no orders accepted for less than one spool.

The Price.

Style No.	2,	1	spool,	5,000 yds.,	$ 7.80	net
"	"	2	"	"	15.20	"
"	"	3	"	"	22.00	"
"	"	4	"	"	29.20	"
"	"	5	"	"	35.80	"
"	2A	1	"	3,000	6.50	"
"	"	2	"	"	12.60	"
"	"	3	"	"	18.50	"
"	"	4	"	"	24.50	"
"	"	5	"	"	30.40	"

Uniform printing on entire quantity ordered.

Above prices F.O.B. Toronto.

Cuts for Display Advertising gratis, on request.

FEATURE THESE NOW

Kodakery: It was just this time last year that a certain Kodak dealer hit upon a most effective scheme for getting a firmer hold on the amateur photographers in his town, particularly among the youngsters.

Kodakery had just been introduced, and he at once set to work to interest the parents in the magazine, emphasizing the fitness of a year's subscription as a souvenir from one youngster to another. This scheme worked out beautifully, for he got a large number of paid subscriptions which, though of no great moment from the actual money point of view, netted him large returns in 1914 from the better hold he had on the youngsters through the help of the magazine.

He is going to boost *Kodakery* subscriptions again for Christmas souvenirs, and he counsels all dealers to use the magazine as it is intended to be used.

Lantern Slides: There's a deal of interest in Lantern work during the long fall and winter evenings. It is more than worth your while to foster that interest, for the trade develops quickly and there's good profit for the dealer in the sale of chemicals and lantern plates.

CAR SIGNS

AND OTHER HELPS FROM THE PRINTER.

Everything points to a big holiday business for the Kodak dealer. The market will not be crowded with toys from abroad—how easy it will be to suggest one of the Brownie family as a more than satisfactory substitute!

Thousands upon thousands of people with Christmas money to spend will have the Kodaks and Brownies brought to their attention as gifts that bring pleasure for every day of the year. Our magazine campaign for the holidays is unusually extensive—we shall do our utmost to make it a Kodak Christmas. To help you tie your store direct to our national Kodak and Premo advertising we have prepared three unusually attractive car signs, two Kodak and one Premo, all in colors—see page 5.

They cannot help but bring business, so full are they of the holiday spirit.

For the benefit of those who have not heretofore made use of our car sign service we append the conditions upon which the car signs are furnished. It is obvious that no two dealers in the same town would care to use the same cards. In filling orders for street car cards, we shall, therefore, give preference to the first dealer who applies from each city but will not furnish him with more than one style of card until we are satisfied that the other dealers in his town are not interested. When there is only one dealer in the city who uses the cards, he can run the full line.

The car cards are standard size, 11 x 21 inches, and will be furnished for street car use only. They are too expensive and too perishable for fence tacking or similar purposes.

In ordering, please state quantity of cards needed and indicate by number the style wanted.

At an early date we shall send to every Kodak dealer an unusually attractive assortment of window display cards.

We have always given a great deal of thought to the preparation

Every outdoor sport invites your

KODAK

Add to the winter's pleasures with a Kodak or Brownie. We have just what you want.

Developing and Printing carefully done.

RICHARD ROE & CO.
1234 TRIPOD AVENUE

Street Car Sign No. 578.

The gift that's sure to please-

A PREMO

It makes photography easy indoors or out. Our store is full of Christmas suggestions for you

John Doe & Co.
1234 Premo Street

Street Car Sign No. 576.

For Christmas morning–

A Kodak

We have them to suit every need—and every pocket book.

Richard Roe & Co.
1234 Tripod Avenue

Street Car Sign No. 575.

of display cards and this year we have been more than fortunate in the artistic co-operation of the lithographer and the printer. You will be delighted with these display cards when you receive them and they will do their share in business bringing.

Also, there is the winter booklet, a condensed Kodak and Brownie catalogue that will fit the ordinary business envelope. These booklets mailed to a selected list of prospects have never failed to produce results. Remember, however, that while the display signs are sent to all Kodak dealers, the car signs and winter booklets are *sent on request only*.

How many, please?

1A F. P. KODAKS AND 3 F. P. KODAKS WITH KODAK ANASTIGMAT LENS f.8.

In this issue we have considerable to say about the Kodak Anastigmat Lens *f*.8 because it is an important factor in the production of good—better—pictures by the amateur, and that means greater satisfaction on his part and more business.

As stated on page 1 we now have ready for shipment the No. 1A R. R. Type and No. 3 F. P. Kodaks equipped with the Kodak Anastigmat Lens *f*.8 as follows:

The Price.

1A F. P. K. R. R. Type, with Ball Bearing Shutter and *f*.8 Kodak Anastigmat Lens - -	$20.00
1A Autographic Kodak with Kodak Ball Bearing Shutter and *f*.8 Kodak Anastigmat Lens - -	22.50
3 F. P. K. with Ball Bearing Shutter and *f*.8 Kodak Anastigmat Lens, - - - - - -	22.50
3 Autographic Kodak with Ball Bearing Shutter and *f*.8 Kodak Anastigmat Lens, - - -	25.00
Discount to the trade, - - -	32%

AUTOGRAPHIC BACKS FOR NO. 4 F. P. K. AND NO. 4A F. KODAKS

Autographic Backs for the No. 4 Folding Pocket Kodak and the No. 4A Folding Kodak are now ready for delivery.

As the bellows frames on these two instruments have always been attached with screws, platens similar to those supplied for use with the old style No. 3 and No. 3A F. P. Kodaks will be necessary.

Autographic Back for No. 4 F. P. Kodak - - - - - - -	$ 4.00
Do., for No. 4A Fldg. Kodak -	4.50
Platens for same, per ½ dozen -	.25
Discount to the trade - - -	32%

V. P. K. FILM ADAPTER

The Adapter for use with V. P. K. and O. Brownie film in the Kodak Film Tank can be used with equal success in developing No. O Brownie and V. P. K. Film in the Brownie Developing Box.

Hereafter one of these adapters will be included with each Brownie Developing Box.

COVER GLASS ADVANCED.

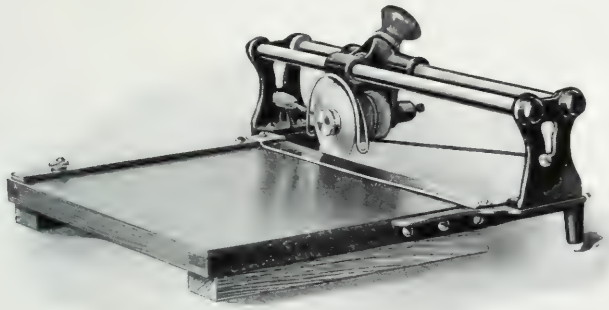
Prevailing conditions force an advance in Lantern Slide cover glass in case lots.

List price per dozen is raised by fifty per cent.

The Price.

Lantern Slide Cover Glass, 3¼ x 4, case of 1108 lights, - - -	$18.00
Ditto, 3¼ x 3¼, per case of 1363 lights, - - - - - - - -	18.00
Discount to the trade, - -	40%

Make your Finishing Department more efficient by using



The Eastman Rotary Print Trimmer

The easiest and simplest to operate because it does away with the tiresome working, up and down, of a long knife blade. A self-sharpening wheel, accurately and firmly adjusted, as in the illustration, does the trimming with speed and precision. Bed is ten inches square with transparent guide.

THE PRICE.

Eastman Rotary Print Trimmer, 10-inch bed, -	$5.00
Extra cutters, each, - - - - - - -	.25

Discount to the Trade, 25%.

KODAK HEIGHTS

A comparison of the illustration above with that shown on Pages 8 and 9 of the TRADE CIRCULAR for October will give a fine idea of the splendid progress that is being made in the erection of our new plant.

In the earlier illustration we showed Building No. 3, the large main manufacturing unit of the works, erected up to the second storey, while this month's picture shows that it has progressed up to the fourth storey. Particular attention is invited to the forepart, where the forms have been stripped from the columns, revealing the actual concrete, and attention is also directed to the showing of the two-storey section of this building, as

well as to the annex at the far end, in front of the chimney of the power plant appearing in the picture. The points are emphasized, because they mark so well the change that has taken place during the past month, and with the stripping of the forms and showing up of the actual building there is an air of actuality conveyed, which is certainly cheering to us and to those interested in Kodak progress. Our plan is to concentrate on the completion of this building while favorable weather prevails, so as to avoid working with concrete in the cold weather, which always involves a certain amount of risk from the effects of frost in the mixture.

Notice particularly that the steel

window sashes are being inserted, so that we may be able to carry on work on the interior fitting up of the building, which will contain thousands of feet of pipe lines conveying steam, water and brine for refrigeration.

In the Kodak Heights Works the floors will be of concrete, finished in the most serviceable manner, from the standpoint of cleanliness and protection.

The platforms projecting from the upper storeys are concrete balconies for the fire escapes.

Over leaf we show a picture of Building No. 5, which will house our Stock Room and Shipping Department, as well as some of the manufacturing departments. This is the first illustration we have given of this section of the works, and it will readily be seen that it is in line with the general plan of construction as already outlined.

The steel work on the Power Plant, the beginning of which was shown in our last number, is nearing completion, and some of the concrete work is also finished on this particular unit.

During the past month Kodak Heights has afforded employment to upwards of five hundred and fifty men, and this force will be kept at work for some time to come.

On another page of this issue we are offering our customers some help towards furthering the building up of the "Made In Canada" idea, which means in simplest terms that "Home consumers should buy Home-made products." All Kodak dealers know that we already have a manufacturing establishment of considerable size in the City of Toronto, and that is in line with the general policy of the world-wide Kodak enterprise. Large Kodak factories are turning out goods at Harrow, near London, England, as well as in Australia. We ourselves, for several years, have been manufacturing right in Canada upwards of eighty per cent. of all the goods we sell, ranging from cameras to preparations of chemicals in powders and solutions, and with the increased facilities that we shall have at Kodak Heights, virtually everything we market will be truly entitled to a place on the "Made in Canada" Roll of Honor.

BACK TO LIST

By reason of changes in the chemical situation we are able to bring back to regular list the prices of the preparations named below, in the billing of which advances were forced through the disturbed conditions prevailing:

Eastman Pyro Developer Powders, both in tubes and in paper-wrapped packages.

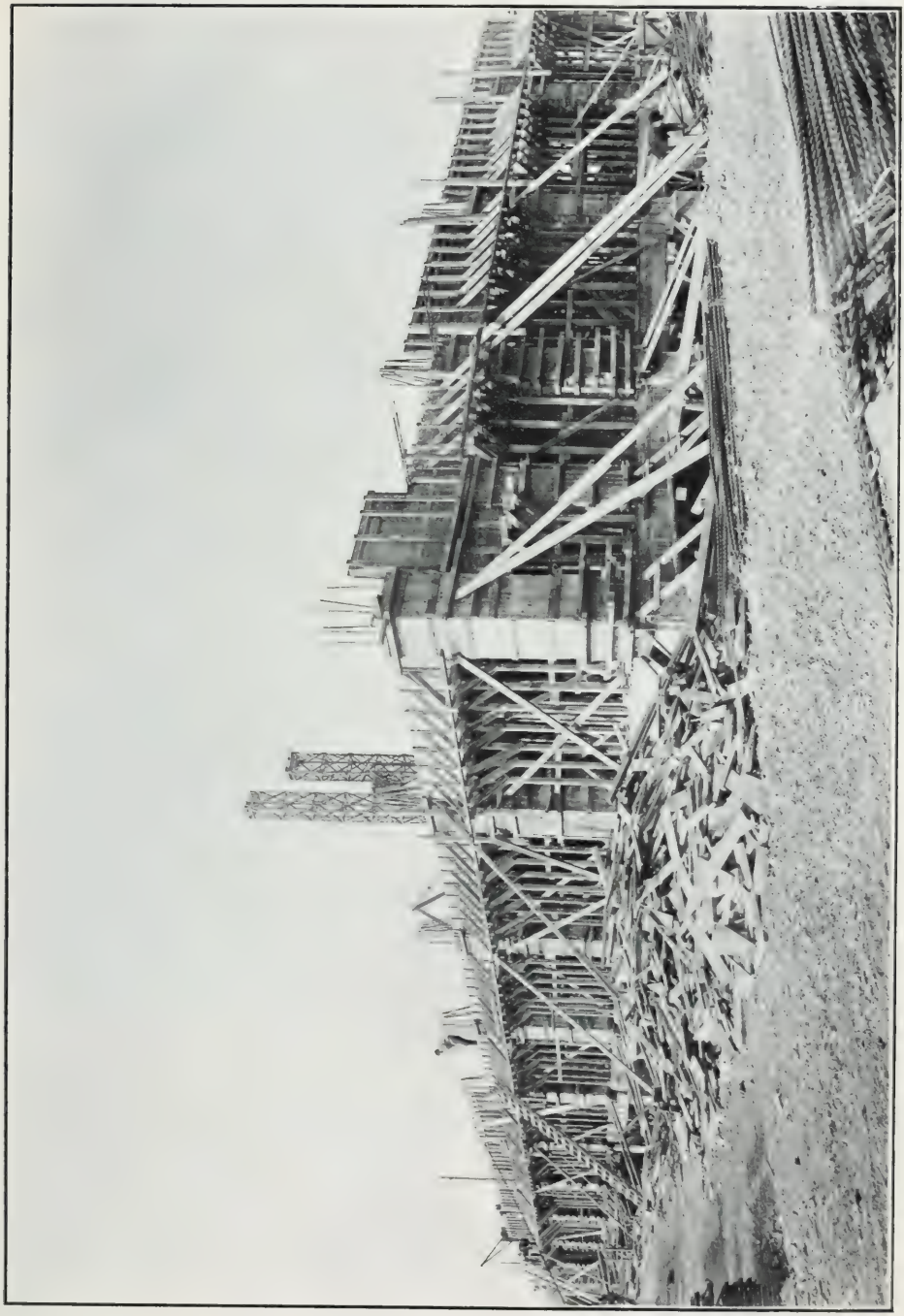
Eastman P. S. (Pyro-Soda) Developer.

Pyro Tank Developing Powders for all Kodak Film Tanks, Premo Film Pack Tanks and all Eastman Plate Tanks.

While reducing these prices now, we are unable to guarantee a continued supply at these figures, because the market price of material in the future will control.

FOR SPECIAL ATTENTION

On page 9 of the October TRADE CIRCULAR we announced a new enlarging camera, which is of such importance that we mention it again, so that no dealer will overlook it



and lose the opportunity it affords.

This new enlarging camera for 2¼ x 3¼ film negatives is similar in construction to the V. P. K. Enlarger, *i.e.*, of small size and of the non-collapsible type.

A rough estimate of the number of 2¼ x 3¼ negatives that have passed through your hands during the last few months will easily run into the hundreds and thousands. Now's your chance to get profit from those negatives, as well as from the thousands of others made in the past.

Make a display of these little enlarging cameras and see that all your customers thoroughly understand that they themselves can now make enlargements of post card size from their 2¼ x 3¼ films as easily as they can make Velox prints. It will be a certain and effective stimulus for sales of post cards, paper, and chemicals. The price is $1.75 less 25% discount.

A NEW ALBUM

"Frontenac" is the name we have given to a new, Made-in-Canada Album we are just putting out.

It is decidedly novel in its "lie-flat" principle, by which we mean that the leaves are so set-in that any leaf lies flat without pressure.

Frontenac Albums are offered in three sizes, with a choice of three colors for the covers—Green, Black and Wine. The material used is of the best quality and these albums represent splendid value. Each album is packed in an attractive box.

Size of Leaf.	Price.
50 black leaves, 5 x 7	$1.25
50 black leaves, 7 x 10	1.90
50 black leaves, 11 x 14	3.75
Discount to the trade	30%

BUY "MADE IN CANADA" GOODS

Of recent months a great deal has been said and written to induce the purchase by the people of Canada of Canadian-made goods. The idea has much to commend it to loyal Canadians, for the purchase of goods manufactured at home in preference to goods imported will naturally tend to increase the volume of Canadian business and keep a larger number of Canadian workmen employed in our factories. Good business policy will be to let people know, through your advertisements and window displays, that at your store is to be found the ideal Christmas gift — a Kodak — made in Canada by Canadian workmen.

As a help we have prepared an attractive window display card that will be included with other Xmas and Winter Cards that we will send very shortly, and on page 13 show, in the form of an illustration, how this card may be used as a centre for a simple and attractive window display. The dressing of a window along the lines suggested is a simple matter indeed, nothing whatever being used except what every dealer has or can readily procure. The card itself and a bit of evergreen give just the proper tone to the display, while the use of the Canadian Ensign as a ground carries out the "Made in Canada" idea.

Just how many Christmas shoppers are going to insist on getting Canadian-made goods it is impossible to estimate, but certainly a large number, and the dealer who makes his window display along lines suggested is the one who is going to get his share of this trade.

Very little material is necessary in dressing a window as above. Cardboard cartons have been used for building up to give a pedestal effect. These cartons are entirely covered over with a large Canadian ensign. The patriotic ribbons, which are attached to the display card, are each one extended and fastened to a Kodak. Just a bit of evergreen is tacked up to break a rather plain background, and this, together with several yards of tinsel, that at this time of year is readily procurable, give just the proper holiday tone to the display, while the Canadian ensign and patriotic ribbons carry out the "Made in Canada" idea.

A SELLING SUGGESTION

Here are the outlines of a scheme for sustaining interest in kodakery among your customers.

We lay no claim to novelty for this scheme, but it certainly is out of the usual run, and experience has proved that it will accomplish the purpose in view.

Briefly, the scheme is founded on the introduction of a healthy sort of rivalry among your customers. Whenever you notice a particularly good negative, from the standpoint of interest or actual quality, among the films brought to you for developing, make a point of getting the permission of the owner to make a print therefrom, which print you are to place in a special album, writing below it all the details you can obtain.

It is a matter of but a short while until your album will contain samples of the best work of your customers, who will readily allow you to make the prints required. Of course the prints are all of the best, and carefully mounted.

The use of the album is particularly interesting on account of the great influence it exerts on the making of sales due to the local interest of the prints.

Do *not* keep this book on the show case containing your photographic goods, where it can be pawed over by everyone, but in a special place near at hand. When talking to a customer, produce the book and show the prospective purchaser the fine samples of work done by people who live in the same town, and are often known to the would-be amateur photographer.

By this collection you will be able to illustrate your selling talk with pictures of peculiar interest made by the several styles of cameras you have for sale, thus assisting the prospect to decide upon the particular camera he desires. Naturally, the quality of local interest compels and holds the attention of the customer, and your selling talks will seldom be fruitless.

The album used should be of the loose-leaf style, allowing of additions from time to time, and overcrowding of a page is to be most carefully avoided.

Your customers will appreciate a place in this album, and there will be a marked rivalry to have pictures "hung in the gallery," as it were. Never urge a customer for permission, because it is not necessary.

PUSH ALBUMS NOW

For Duplicate Christmas Sales.

Prints to the right of him, prints to the left of him, prints all around him is the condition of many an amateur at the present time.

The vacationist has returned, he has developed, he has printed, but in, alas, too many cases his prints are still lacking a permanent home.

Now is the time to talk *albums*—and the higher priced ones. Every live Kodaker has greatly enhanced his collection of choice prints during the summer—he has had time to sort them out, and now wants a fitting setting.

Every album sold now paves the way to additional album sales for Christmas. Let the amateur look over his nicely arranged summer album and at once comes the thought: "Why not a duplicate set of prints in a similar album as a Christmas remembrance?"

Push the album sales now and watch them repeat in December.

REPEATS FOR CALENDARS

Repeat orders for the 1915 New Year Calendar should be placed at the earliest possible moment, for the reason that quantities manufactured are based on the orders in sight, because of the seasonable nature of the goods.

Calendars should be more in demand this year than ever before, and particularly high-quality goods, made in Canada, such as this New Year design, because the supply of similar articles from Continental Europe has been cut off.

The dealer who stocks these goods and makes a point of bringing them to the notice of all his customers at all times, especially to those who have their developing and printing done at his store, and right when the prints are being delivered, will make a nice bit of extra profit at the coming holiday season.

THE FLASH SEASON

November, with its short days and long evenings, begins the season of social activities among the younger folk, with their small informal parties and gatherings in one another's homes. At every one of these little gatherings you can find at least one amateur photographer, who would be willing and anxious to make flashlights of the parties he attends, if he were not deterred by a false notion of the difficulty of the work.

The dealer's cue right now is to put Flashlight Photography to the front and to keep it there by unceasing pushing.

There's a vast field, as yet unworked as it should be, for making sales and building up business in Flashlight Photography.

Round out your photographic year into twelve full months and make the "off season" obsolete by boosting flashlight pictures among your customers. It's easy to do so, for we afford splendid means for educating the amateur in our booklet—"By Flashlight"; it's free, and will do the work with a little pushing on your part. How many booklets for you?

A QUARTER OF A DOLLAR

It takes but four quarters to make a whole, and many whole dollars can be added to your daily sales-strips if you make it your business to pull in the loose quarter-of-a-dollar that every amateur photographer is ready to spend for his copy of "How to Make Good Pictures."

"H.T.M.G.P." is intended to be the amateur's manual and familiar guide in his work, and it fulfills its assigned task with admirable satisfaction to everyone. There's no "Season" for these books and there's no reason for the dealer to banish them to the darkness of a drawer or cupboard at any time, unless he does not want the quarters they will bring.

Every business day of every week, all year around, keep the book to the front. There's a special "zip" to the ring of your cash register as it records the entry of one of these loose quarters, because you know that you have done something to make your customer a better photographer.

ALBUMS

This is the time of year to push the higher priced Albums—show the Kodak, Interchange and Tiber—see page 14.

BROWNIE

So easy it's play.

Nothing to puzzle young heads in the Brownie way of making pictures----none of the bothersome details that take away half the fun.

Boys and girls can enjoy a Brownie right from the start. And they never outgrow its efficiency. Popular with grown-ups, too.

$1.00 to $12.00

RICHARD ROE & COMPANY

Single Col. 165B. Double Col. 165A.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XI. No. 8 TORONTO, CANADA December, 1914

FOR THOSE WHO TRY FOR IT.

In the October TRADE CIRCULAR we said, "There is more camera business for those who try for it, in December than in June—or in any other month."

For those who try for it—there is the gist of the whole matter. You have got to concentrate and push to get the business in any line and it certainly stands to reason that it is good business to concentrate on and push the goods that keep the customers coming back to you.

With the sale of the average holiday novelty the transaction is closed with the one sale. With the sale of a Kodak, Premo or Brownie your relations with that customer have just begun.

Supposing the camera sold goes to a distant point? Well, what of it? Wherever that camera goes it means more business for some dealer, and a good many cameras will be coming to your town from other points, so the matter evens up.

Our Christmas advertising is very extensive—millions are now receiving the suggestion: "For Christmas Morning—a Kodak."

You can turn that suggestion into good hard cash—*if you try for it.*

"KODAKERY."

A SALE CLOSER.

It won't do a bit of harm somewhere in the progress of the sale of a Kodak, Brownie, Premo or Graflex Camera to call the customer's attention to the fact that a year's subscription to "Kodakery" is included in the purchase price.

It will also be a good idea to have the file of "Kodakery" handy so you can show how attractive the little magazine is, and how great a benefit it will be to the prospective Kodaker.

"Kodakery" cannot help impressing the customer with the fact that interest in him and his success does not end with the sale of the camera. In many cases it will be the deciding factor in the sale.

WINTER TRADE.

It is becoming more and more out of style for Kodak dealers to banish their stock of Kodak goods from the sight of the public during the winter months. Every winter finds more and more Kodak dealers making a bid for business on the theory that Kodakery is an all-the-year-round pastime.

The average amateur photographer is notoriously quick to take a hint and when the dealer hints to him that the season has arrived to quit making pictures the amateur is very likely to act upon the suggestion, and he quits.

Hints from the dealer to quit are not offered in words, but remember that actions speak louder than words, and the withdrawal of your photographic goods from sight is a most positive hint to consumers of such goods that they should quit.

Round out your photographic year into twelve full months and make the off season theory obsolete by consistent and persistent pushing.

Bring before them the charms of Home Portraiture. This will help you sell cameras and film and paper, as well as portrait attachments and flashlight material.

Keep up your displays and make an effort to interest your customers in winter photography outdoors. Use pictures of local winter scenes to dress your windows for they will add strength to your appeal and reveal possibilities in winter photography which your customers have never appreciated.

A REAL ARGUMENT.

Substitute "Film" or "Paper" for candy in the following extract from *Printers' Ink* and the sense of the article applies very well to the photographic trade:

"When a merchant fails to keep watch on how his goods are moving, he not only fails to turn over his stock as fast as he should, but he also kills off his trade. He forgets just how old his stock is and every once in a while sells a box of candy that is not up to the standard—that has grown hard. And, of course, the customer finds it out, figures that he has been stung, and transfers his trade elsewhere."

SOLUTIONS BY FREIGHT IN WINTER.

Reprinted from December, 1912, Circular.

It has been our custom to decline to ship Solutions by freight in the cold weather for the reason that there was a risk of such goods being ruined by freezing in transit, and where orders for freight shipment call for Solutions we have been in the habit of entering such items separately and writing for shipping directions via express.

This practice has not met with the approval of all our customers, and hereafter Solutions ordered shipped by freight will be forwarded that way without delay, but it is to be distinctly understood that in such cases we are merely carrying out the explicit directions of the dealer and we should not be held accountable for any loss through Solutions being frozen in transit. Our responsibility ceases after delivery to the transportation company, and receiving their receipt in good order.

AUTOGRAPHIC JUNIORS NOW READY.

This is going to be a big Christmas for the Kodak dealer. Business all over the country is getting back to normal, with every prospect for an increase. Conditions abroad have sobered us just enough to cause the majority to avoid the frivolous trifles and to turn to things of a more practical and lasting nature for holiday remembrances.

And here is where the Kodak line comes into its own.

Everybody likes pictures; the process of producing them the Kodak way is unexcelled as a recreation, and in every other recreation Kodakery harmonizes. Never before has the Kodak line been so complete. Never before has the Kodak dealer had so much that was new to present. And now, just at the right time, we are able to announce the Autographic Kodak Juniors, and Autographic Backs for the Kodak Juniors.

The Autographic feature is a big one, not alone from the practical standpoint of the user, but as a selling argument for the dealer.

THE PRICE.

No. 1 Autographic Kodak Jr., Single Lens,	$ 9.00
Do., R. R. Lens,	10.50
No. 1A Autographic Kodak Jr., Single Lens,	11.00
Do., R. R. Lens,	13.00
Autographic Back for No. 1 Kodak Jr.,	2.50
Do., for No. 1A Kodak Jr.,	3.00
Discount to the Trade,	32

A good Album makes a good Xmas gift. Push them now.

ADVERTISING TAPE.

When ordering Advertising Tape write your firm name and address very plainly to avoid errors in the printing. Also please bear in mind that in addition to the words "Take a Kodak With You" we can print your firm name and address only, as the space for printing is limited.

A Brownie Camera for Christmas

will add new interest to the life of any boy or girl.

The Brownie cameras are simple, inexpensive and take good pictures.

BROWNIES, $1.00 to $12.00.

We have all the new goods from the Kodak Factory.

RICHARD ROE & CO.

Single Column Cut No. 175B.
Double Column Cut No. 175A.

Reduction in Prices of Developing Agents, Powders and Solutions.

Since the 3rd of December we have been billing the three most important developing agents at figures greatly reduced from those to which prices were forced on account of trade disturbances following the outbreak of the European war.

While we now have supplies of these chemicals and will fill orders, in any quantity, at the prices quoted below, we are unable to guarantee that there will be no further rise in price, because that depends on the cost and difficulty of obtaining future supplies.

We are glad to be able to quote such very favorable figures on these important chemicals and shall endeavor to protect our customers at any time that conditions of supply will permit of further reduction. We believe that these are the best prices that obtain in the Dominion at present.

All Developer Powders and Solutions, including Eastman Chemical Outfit, will now be billed at original list prices, less regular discounts.

Hydrochinon—Supplied at double the original list price, making 1-lb. bottles $3.00: 1-lb. cans $2.80. Regular discount of 40% applies.

Elon—An advance of 25% on the original list price, making 1-lb. bottles $8.12. Regular discounts apply—33⅓%, or 40% in lots of 10 lbs. assorted.

Pyro—An advance of 10% over original list, making 1-lb. bottles (Crystal) or cans (Re-sublimed) $2.86. Regular discounts apply—33⅓%, or 40% in lots of 100 ozs. assorted.

PUSH PREMOS.

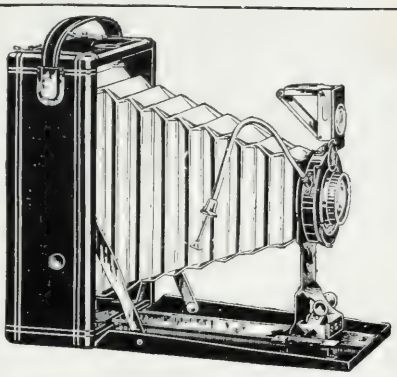
Christmas is at hand. In the next few days the great bulk of the Christmas money will be spent.

Naturally you want as much of this money in your store as possible.

Some of this money is going to be spent for Premo cameras, for the Premo holiday business, always a big one, should be bigger than ever this year. The Premo holiday advertising is second in volume only to the Kodak advertising. You have already received the Premo holiday signs and the Premo Winter Booklet is ready for distribution. (If you have not already ordered a supply of these, do so at once.)

Cameras like the Premoette Jr., the Film Premo No. 1, the Filmplate Premo, are very attractive to persons who will make gifts of cameras, and the best holiday magazines in the country are placing the name "Premo" and suggesting the gift Premo to all such people.

So it is well worth your while to push Premos. The Premo money is going to be spent somewhere. See to it that you get your share.



Give the one you wish to please most a

PREMO

It's a gift that matches the very spirit of Christmas—that will be used to preserve all the fun and merriment of the day.

Let us show you one of these light, compact and altogether desirable cameras. They come in all popular sizes, at prices from $1.50 to over $100.00.

We know we can help you solve your Christmas problems.

JOHN DOE & CO.

1234 Premo St.

CABLE RELEASE FOR KODAK AUTOMATIC SHUTTER.

Being unaffected by c[illegible] conditions the cable release for camera shutters has become very popular.

We have now designed a cable release for the Kodak Automatic shutter which can be attached by simply unscrewing the tip on the side of the shutter and removing the piston.

The Price.

Cable Release for Kodak Automatic Shutter,	$ .25
Discount to the trade,	25%

The Winter Booklets are sent on request only—Have you ordered yours?

CAMERA REPAIRS.

When a camera is sent to our Repair Department we take it for granted that the customer wishes it put in good working order and returned to him at the earliest possible moment. It frequently happens that we receive a repair order such as "Fit new Bellows."

Upon examination by an inspector it is discovered that in addition to the new bellows, the shutter is badly in need of a new part, or needs cleaning or adjustment, or perhaps the leather on the camera back needs replacing.

Such additional repairs should be made, will sooner or later have to be made, in order to to put the camera in good order.

Writing to the customer stating our discovery of the necessity for such additional repairs means a delay of anywhere from twenty-four hours to a week or more. On the other hand if we proceed to exceed the specific order in making repairs the customer may object to the additional charges though they are fully warranted.

It is our judgment that the camera while in our hands should be thoroughly repaired, as this obviates another return of the camera to us for the additional work, and the attendant transportation charges which oftentimes amount to more than the charge for the repairs.

We will, therefore, in all repair orders proceed to put the camera in thorough repair unless the order specifically states—"no repairs to be made beyond those specifically ordered."

HAVE THE GOODS IN STOCK.

GET THEM COMING TO YOU.

Thousands of Kodaks and Brownie cameras are going to be sold for Christmas presents. Some of those you will sell will go to points outside your own town, but a goodly proportion will remain and be used right in your own territory, and you should get the "come back" for supplies.

In quite a number of instances the recipients will not know where these cameras were purchased, *unless you tell them.*

We suggest that you enclose with each camera sold a neat little card stating that the camera came from your store and that you have expert instructors who will be only too pleased to start them on the road to good results.

In addition, for the week following Christmas, put in a nice window display of prints and enlargements with a card inviting all who received a camera for Christmas to come in and have picture making explained to them. A few copies of "How to Make Good Pictures" will not be out of place in this display.

We have sent you excellent material for making displays of Kodaks, Brownies and Premos. Push them this Xmas season in preference to goods on which the profit ends at the first sale. A Kodak, Brownie, or Premo sold is but the start of a series of profitable sales of supplies. It is a case of profits on the first sale plus profits thereafter in series.

Anything that helps the amateur photographer to do better and more interesting work, with greater simplicity and convenience, is a source of greater and more lasting profits for the dealer.

Autographics.
Kodak Anastigmat Lenses.
Autotime Scales.
Eastman Mask Charts.
Eastman Flash Sheets and Flash Sheet Holders.
"How to Make Good Pictures."
Kodak Magnesium Ribbon Holders.
Kodak Portrait Attachments.
Stirring Rod Thermometers.
Velox Water Colors.

Push them all, all the time.

THE WINDOW SALESMAN

Our faith in the ability of the well thought out and well arranged window display to *make sales* is unbounded. The great trouble with many retail merchants is that a window full of most anything is a display—that is true enough, but there is a big difference between a display and a *selling* display. In a recent issue of "Modern Methods" a journal devoted to up to date merchandising appears an article by W. B. Stoddard on "Making the Store Window Pay" from which we quote the following extracts:

"Why is it that so many merchants, especially the proprietors of the smaller stores, fail to appreciate the full value of their windows as an advertising medium? If they were getting up a couple of full page ads. for the newspaper they would exercise the greatest care and thought as to what was to go into this space, and yet these living full page ads., which are spread before the public three hundred and sixty-five days in the year, are only too often conventional and indifferent in the extreme. There are two cardinal principles, and perhaps a third one, which should be impressed upon every dealer who wishes to advertise successfully:

(1) There must be something novel or striking to attract the eyes.

(2) Avoid over crowding.

(3) Absolute freshness and cleanliness of the window and its contents.

The eye must be gained ere there can be an appeal to the reason. It is on this account that he must be constantly on the alert for something that will appeal to the eye of the by-passer.

Some articles of merchandise will do this naturally, such as flowers, dolls, jewels, elaborate gowns, etc., but the more staple goods must summon artifice to their aid. On the other hand, this object must not be too foreign in its nature, or the goods to be sold will be lost sight of altogether.

The second tenet of advertising faith, concerning whose value it is frequently more difficult to convince the merchant is: Do not over crowd the window. For years advertisers have acted on the principle both in their newspaper and shop displays, that they were not getting the worth of their money unless they filled every inch of space with announcements, or actual merchandise, as the case might be.

The average man or woman is not going to wade through several columns of fine print in a newspaper declaring the merits of a certain commodity, neither is he going to pause before a window crammed from top to bottom with commonplace goods.

What is needed is specialization. Have some definite object or line upon which the attention may be fixed and then devote the entire window to the focusing of the gaze upon that object.

In focusing attention it may not be out of place to add a word of warning against the purely ornamental display, or one which has no possible connection with the [illegible] be advertised. Too often [illegible] find a crowd gathered abo[illegible] clothing store in which are seen handsome silver trophies to be awarded in some athletic contest. But has anyone ever heard of an increase of sales by reason of this display? It attracts a mass

A Simple ar ective Christmas Display.

See Page 8.

of people who are interested solely in sport, and who give no thought to the other contents of the window. Other merchants will place prominently in their windows amusing cartoons of current events the humor of which draws a throng, but there is no connection between the funny pictures and the merchandise, and having satisfied their curiosity, the crowd melts away, and the tradesman is none the richer.

It will pay the smaller merchant to ponder on the above, and see if he cannot lift himself out of the rut. No matter how large or how small may be the store, a shining window containing few articles, attractively displayed, is sure to be a profit making affair and given then an alert window decorator, who constantly changes the display, in a short time the dealer will find his casement as valuable an adjunct as the newspapers in attracting attention to his store and what is more, increasing his sales."

And to be specific, page 9 illustrates a simple display that will attract attention and help sell Kodaks.

ABUSE OF CATALOGUES.

A certain dealer had occasion to return some goods, and to pack them securely in the case he used some Kodak catalogues. Old ones, you say—not a bit of it—1914 current catalogues, all with his name and address neatly imprinted on the back cover.

Inasmuch as no charge is made for the advertising matter we supply to dealers, they should at least meet us half way and see to it that the catalogues, etc., are properly used to create more business for both sides.

Please read the printed notice sent with each parcel of advertising matter, which gives the correct point of view from which the dealer should regard the advertising matter we send, even though no charge is made against him for these advertising helps.

HELP THE CHRISTMAS SHOPPER.

Last Christmas many a Kodaker received a pair of crocheted slippers or a handful of bilious hued neck scarfs—or, if of the feminine persuasion, a manicure set or some other trifle when something pertaining to picture making would have proved much more acceptable, and the dealer in these frivols instead of you received the cash.

The chances are better than ten to one—that the givers of these remembrances were just aching for suggestions for the appreciated and fitting gift. You know how it is yourself, usually at the last moment you dash out frantically with a list, fervently blessing the names with items set against them, and as fervently doing the other thing to the blank spaces.

Why not relieve suffering humanity especially when you can do so with profit to yourself.

Why not during some portion of the buying season antecedent to Christmas, make a window display of things that would make acceptable gifts for the confirmed Kodaker. Attach the price cards to the articles on display and include a good big display card telling the Christmas Shopper that the articles on display will make most acceptable gifts for the one who owns a Kodak.

For Christmas Morning

A KODAK

And throughout the day, the taking of pictures of all that goes to make that day a merry one.

We have a complete stock of Kodaks and Brownie cameras.

KODAKS, $7.00 to $77.00.
BROWNIE CAMERAS, $1.00 to $12.00.

We will present a year's subscription to "Kodakery" with every Christmas camera.

RICHARD ROE & COMPANY

Double Col. Cut No. 174A. Single Col. Cut No. 174B

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